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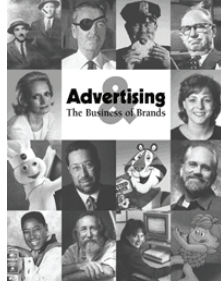
COVER ART

INFORMATION

DESCRIPTION

Principles of Advertising
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**Advertising & The
Business of Brands:**
21st Century Edition.
by *Bendinger, Altman, Avery,
Barnes, et. al*

600 pages, \$60.00

ISBN# 978-1-887229-18-0

Twelve of the top professors in ad education team up to create an up-to-date introduction to the fast-changing worlds of advertising and marketing. If you want to learn how the ad business really works and where you can get started, this book is worth reading. From the Introduction all the way through "You and Your Career." Want to know more? Visit the Study Hall at adbuzz.com and try your hard at the Practice Tests

**Creative, Copywriting, and
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Seminars, and university
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**The Copy Workshop
Workbook**
by Bruce Bendinger

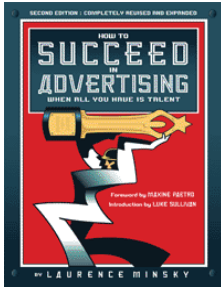
440 pages, \$37.50

ISBN# 978-1-887229-12-5

This is the #1 book on copywriting. Agencies use it as a training resource. It's used by universities, art schools, and the American Management Association (it's the basic book for their copywriting seminar). The Really New Edition features more great examples of ads that work, a practical approach to integrated communication - The MarCom Matrix - and new chapters on Sales Promotion, Direct, and "MPR" (Marketing Public Relations). Also available in Chinese and Korean.

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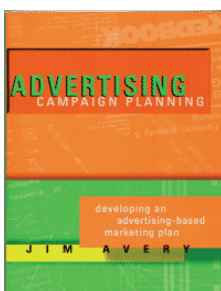
272 pages, \$27.95

ISBN# 978-1-887229-13-5

Even in this economy, you can still get a job. But you need a good "book" (that's what the industry calls a portfolio of your work). And this is the book that tells you how to do it. Updated for today's tougher job market and changing technology. Features smart career and book-building advice from top industry professionals. [Note: Ms. Paetro is now a top-selling novelist, co-authoring books w. James Patterson.]

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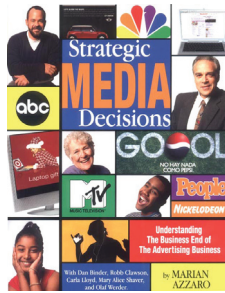
ISBN# 978-1-887229-06-7

This book is designed for student ad agencies and college campaign "teams" for the AAF/NSAC College World Series of Advertising. The basis of the book is a powerful interlocking marketing plan, based on the P&G/WRG (Wells Rich Greene) system. Best practices presented in a clear and easy to follow sequence.

Media

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Strategic Media Decisions:

Understanding The Business End Of The Advertising Business by Marian Azzaro, w. Carla Lloyd, Mary Alice Shaver, Dan Binder, Robb Clawson, and Olaf Werder
524 pages, \$60

ISBN# 978-1-887229-17-3

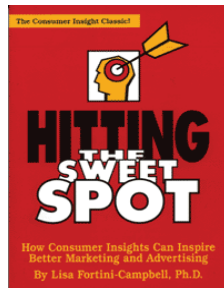
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Hitting the Sweet Spot:

How Consumer Insights Can Inspire Better Marketing and Advertising by Marian Azzaro

257 pages, \$29.95

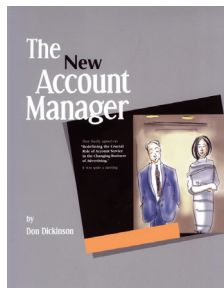
ISBN# 978-1-887229-09-8

The Consumer Insight Classic. Clear and engaging - written by one of the top professionals in consumer insight. The book takes you through the process step by step - from Data to Information to Insight to Inspiration. This book is used worldwide by both students and professionals.

Account Management, Advertising Management, Student Agencies and Campaigns

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Adopted by: Boston, SMU, Portland State, Northwood, Howard, Texas State, Mohawk (Canada) and more



The New Account Manager

by Don Dickinson

524 pages, \$60

ISBN# 978-1-887229-07-4

A smart book about one of the most challenging jobs in business - account management.

Use as a core text for a management course, or as a supplement for your student agency.

Advertising Management, Graduate Seminars

Note: This is a professional strength trade book, developed by agency consultant Tim Williams. It is used in his seminars for the 4As and other industry groups. It is also used by a few advanced university programs. We will provide you with a FREE Evaluation copy on request.



Take A Stand For Your Brand:

Building A Great Agency Brand From The Inside Out by Tim Williams

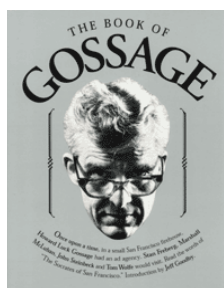
213 pages, \$29.95

ISBN# 978-1-887229-25-9

Agencies need to do for themselves what they do for their clients: build a distinctive brand. But they are usually so eager to be a "full-service integrated agency" that they try to stand for everything. Take a Stand for Your Brand shows how agencies can develop a clear positioning that builds on the agency's unique strengths, differentiates the agency in the marketplace, and makes the agency more intensely appealing to prospective clients.

Advanced Creative, Copywriting, Advertising and Interactive, Graduate Seminars.

Adopted by: Harvard, VCU
Note: This is a unique book about a legendary creative - perhaps the first 21st Century ad man. It is too advanced for most programs. But you should probably read it.



The Book of Gossage

by Howard Luck Gossage
Introduction by Jeff Goodby, w. Stan Freberg, Kim Rotzoll, John Steinbeck, and Tom Wolfe.

2nd Edition - Includes the Disc of Gossage. 400 pages. \$50.00

ISBN# 978-1-887229-28-9

This is a book about and by "The Socrates of San Francisco," Howard Gossage, the copywriter who introduced the world to Marshall McLuhan, helped start Friends of the Earth and brought interactivity to his unique brand of advertising.

He was 30 years ahead of his time, so the world may be ready.

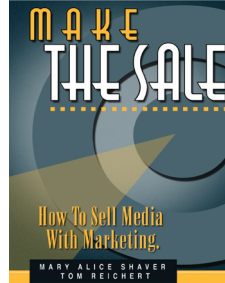
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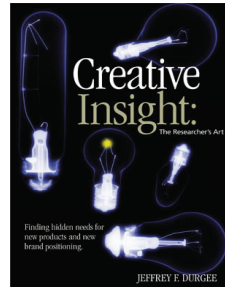
ISBN# 978-1-887229-16-6

Even in today's tough economy, a successful media salesperson can do very well. This is the first book that's a comprehensive introduction to Media Sales. Learn "The 4 M's:" Market, Marketer, Message and Media. Great advice useful for all media, with an emphasis on local media: newspapers, radio, TV, outdoor, Yellow Pages and more... From prospecting for those first clients, to making that first presentation, to building a successful sales career - this book helps beginners become winners.

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Creative Insight:

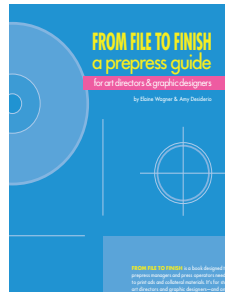
The Researcher's Art
by Jeffrey F. Durgee
233 pages, \$29.95

ISBN# 978-1-887229-26-5

The search in Market Research is often the search for new insight. Professor Durgee's book combines practical experience for top marketers and ad agencies with his own unique insights into what it takes to find the path to actionable insights. Today, leading-edge writers and researchers such as Gladwell and Rapaille note the power of insight. Durgee offers practical steps on the road to discovering them.

Visual Communication, Computer Graphics, Beginning Art Direction and Design

This is a Brand New Book!
We think it will become a major text for anyone teaching computer-based graphics. Find out for yourself - ask for your FREE Evaluation Copy



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A Prepress Guide
by Elaine Wagner & Amy Desiderio

282 pages, \$37.50

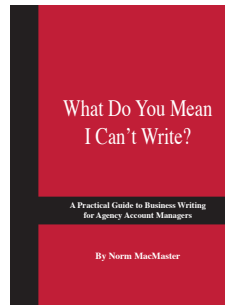
ISBN# 978-1-887229-32

We are pleased to present Professor Elaine Wagner's clear and reader-friendly book clarifying the often complicated process of preparing computer-based graphic files for printing or for sending to a publication.

This is a critical issue and Professor Wagner, with the assistance of printing professional Amy Desiderio, makes this complicated area crystal clear with principles that apply while technology evolves.

Ad Management, Student Agencies, Business

This is a Brand New Book!
We think it will become a valued supplement for anyone teaching account management. Find out for yourself - ask for your FREE Evaluation Copy



What Do You Mean I Can't Write?

A Practical Guide To Business Writing For Agency Account Managers

by Norm MacMaster

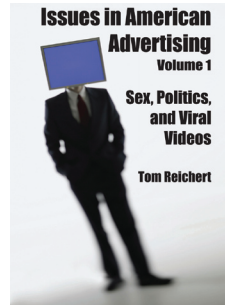
74 pages, \$74.00

ISBN # 978-1-887229-29-6

Years ago, top ad agency executive Norm Macmaster wrote a guide for beginning account executives. It became legendary - with copies handed down from generation to generation. With the author's permission, we bring this underground classic to light - clear and practical, it provides beginners with the information they need to do the job.

Introduction, Principles, Advertising & Society

This is a Brand New Book!
We think it will become a valued supplement for an introductory ad course or advertising and society. Find out for yourself - ask for your FREE Evaluation Copy



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VOL 1 Sex, Politics, And Viral Videos
by Tom Reichert

110 pages, \$19.95

ISBN# 978-1-887229-30

Professor Tom Reichert felt he needed a small supplemental book for his large introductory class - one that exposed beginning students to some of the important contemporary issues. He asked us to help him develop this small, nicely-priced book - and we did. The book covers Sex in Advertising, Product Placement, Political Advertising and Viral Videos. A great supplement that also fights the high price of textbooks - another important issue, wouldn't you agree?