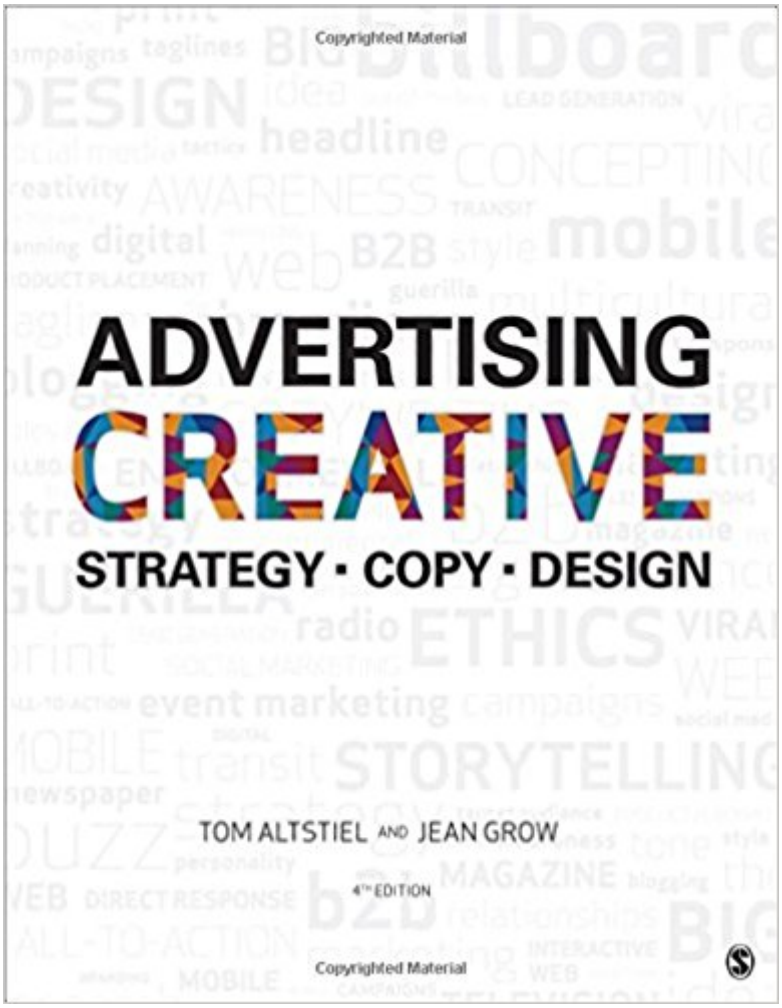
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Advertising Creative: Strategy, Copy, And Design



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Synopsis

Advertising Creative is the first "postdigital" creative strategy and copywriting textbook in which digital technology is woven throughout every chapter. The book gets right to the point of advertising by stressing key principles and practical information students and working professionals can use to communicate effectively in this postdigital age. Drawing on personal experience as award-winning experts in creative advertising, Tom Altstiel and Jean Grow offer real-world insights on cutting-edge topics, including global, social media, business-to-business, in-house, and small agency advertising. In this Fourth Edition, Altstiel and Grow take a deeper dive into the exploration of digital technology and its implications for the industry, as they expose the pervasive changes experienced across the global advertising landscape. Their most important revelation of all is the identification of the three qualities that will define the future leaders of this industry: Be a risk taker. Understand technology. Live for ideas.

Book Information

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Customer Reviews

Tom Altstiel (M.A., University of Illinois at Urbana-Champaign) is an owner/partner of Prom Krog Altstiel, Inc. (PKA Marketing), an integrated marketing communications service provider. Altstiel is responsible for developing creative strategy and tactics for digital, print, broadcast, and video as well as client service and new business development. Altstiel has developed creative work for hundreds of consumer and business-to-business clients including Toyota, Johnson Controls, Eaton, 3M, Evinrude, and Snap-On Tools. He has won over 250 local, regional and national awards for

creative excellence. Since 1999, Altstiel has been an adjunct instructor at Marquette University, teaching Copywriting, Advanced Copywriting, Campaigns and Principles of Advertising. He received the DeanÃ¢â ¬â„¢s Award for Outstanding Part Time Faculty at Marquette. Follow him on Linked In.Jean Grow (Ph.D. University of WisconsinÃ¢â ¬â œMadison; M.A., University of WisconsinÃ¢â ¬â œStevens Point, B.F.A., School of the Art Institute of Chicago) is an Associate Professor of Advertising and Director of the Fine Arts Program at Marquette University. Grow has won numerous fellowships and awards including: AEJMCÃ¢â ¬â„¢s Institute for Diverse Leadership in Journalism and Communication Fellowship (2015-16); a Visiting Professorship, University of Modena, Italy (2013); the Spanish Ministry of Science and Innovation Research Grant (2010-2013); and the DeanÃ¢â ¬â„¢s Award for Teaching Excellence (2007). Her academic research appears in publications such as: Advertising & Society Review, Communication & Society, and International Journal of Advertising. Prior to joining the academy Jean worked as an artistsÃ¢â ¬â„¢ representative with agency clients such as Leo Burnett, DDB, and JWT on brands including Coca-Cola, KelloggÃ¢â ¬â„¢s and Zenith. Follow her @jeangrow or on one of her two blogs: ethicalaction.wordpress.com or growculturalgeography.wordpress.com.

Read this book for my advertising class and I have to say as a text book in a class was so easy to get through. The language was easy to understand they used a lot of relatable examples and even quoted from the famous series Mad Men (that takes about adverting in the 60's). Great Book! I still have it and refer to it often!!Pros:Easy to readrelatable materialvery informativeConsI couldnÃƒÂ¢Ã â ¬Ã â„¢t find any

Pure gold. Been in advertising for 8 years but still learnt so much!!!Every body in advertising should have a copy on their desk, its just so refreshing as a reference too.Great book, one of my best buys in a long long time

Did the job

I used this for class. I like the way it gets right to the point with its subject matter. No in depth analysis about how advertising or design came to be, just bulleted facts of what you should know or learn. Its a great resource tool review to give you that extra kick to get you out of your funk and back into creating. The companion website is defunct though, I think it would have provide more insight if you wanted to dig deeper into a particular topic. Overall, a good book to add to my library.

Everything good

Being a creative personality makes reading textbooks excrutiatingly boring for me. The great this about this book is that it never made me feel that way! Maybe it’s because of it’s creative layout, excessive pictures, and interesting subject matter but I have no trouble reading this book at all. Definitely recommend it for anyone who plans on going into this field because it’s extremely comprehensive and not at all boring like most text books!

Love it! Great book full of a wealth of information.

Very clear, thorough, and relevant. Very well written and actually fun to read. It’s like three books condensed into one, without loosing any substance.I’m happy to say that this book is now going to be used as a required textbook in our program.Buy this book. Especially If you are an advertising student. Because it covers everything and also it will fill in any gaps between different classes. Best $60 I ever spent for school.

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