



# The Creative Process Illustrated (Chinese Edition)

*Ge Rui Fen*

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## **The Creative Process Illustrated (Chinese Edition)** Ge Rui Fen

This book is written by W. Glenn Griffin and Deborah Morrison, and translated into Chinese by Ding Ting. Here we collect a number of outstanding works from advertising companies for you to learn widely from others strong points. It includes the following corporations: TBWA/CHIAT/DAY, the Jupiter Drawing Room, Wieden+Kennedy, McGarryBowen, McCann Erickson, Ogilvy & Mather, Carmichael Lynch and 72 and Sunny. The Creative Process Illustrated: How Advertisings Big Ideas are Born is fit for staffs in advertising industry to read.

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