



How to Plan Advertising

Alan Cooper

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This book is carefully structured to follow the basic sequence of tasks with which a planner is concerned. There are chapters on formulating the core strategy, how to transform that strategy into an inspiring brief, evaluating the effectiveness of advertising and the broader influence of planning. How to Plan Advertising is a clear, informative and entertaining book, written for anyone who is interested in the way in which advertising is developed in agencies. It provides a foundation of knowledge for those embarking upon a career in advertising, and is an essential reference for all students of business and marketing.

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