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The
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Unconventional
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~~| Erin Swenlin~~

~~\u0026amp; Mary~~

~~Ellen McGonagle~~

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the first and

only book

providing a step-

by-step plan to

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edge print
advertising for
the twenty-first
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300 world famous
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not forty years ago.

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After 20 years

in advertising,

he is now a full-

time author. His

Cutting Edge

books have

become

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definitive
advertising
reference works
and

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Author(s): Jim
Aitchison;

Release date:

December 2012;

Publisher(s): PH
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to Create the
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Along the way, he presents more than 300 of the

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world's best ads

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to Create the

World's Best
Print for Brands

in 21st
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leading

creatives offers
a step-by-step

plan for
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outstanding 21st
century print

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he presents more than 300 of the world's best ads -- each

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by-step guide to creating cutting edge print ads. It covers everything from how advertising works, how brand-building methodologies are changing, how to get an idea, and how copy and art should be

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To be a

successful

business leader,

you need

memorable,

cutting-edge

advertising that

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works. But,
advertising
dollars are
wasted on

ineffective
advertising
that's easily
forgotten,
leaving you
feeling

frustrated and
like you're
falling behind.
There's a more

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effective way to
advertise.

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Just Works

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Advertising,

Inc. Whether you

are looking for

a specific item

or just browsing

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for ideas, our site is your one-stop shopping source. From fun items to the traditional, you can easily search for some of the hottest items on the market, and we are here for you 24 hours a day - 7 days a week.

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Inc. offers

promotional

products and

apparel with

your logo.

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~~an Empathetic~~

~~...~~

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Tactics That
Work Better Than
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heard that
Facebook social
ads are an
essential form
of advertising
and that every
business should
use them ...

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definitive step-
by-step guide to
creating cutting
edge radio
commercials,
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how radio
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commercials work
best, how to get
great radio
ideas and
develop them
into scripts,
how to cast the
best talent, and
how to record
and mix the

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final track.

~~BRUCE BILDSTEN,~~
Fallon,

~~Minneapolis~~

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Quoting

liberally from
several dozen of
the advertising
world's most
acclaimed

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copywriters and
art directors,
Mr. Aitchison
does a brilliant
job of
explaining how
the best print
advertising is
developed. In
the first few
chapters he
deals with the
subject on
something of a

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higher,
philosophical
plane.

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a sharp effect
or quality. How
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edge in a
sentence.

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Inc. is a full-

line promotional

products company

established in

2004. The

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company was
recently
purchased by
Denoyah Phillips
who eagerly
joins a
wonderful team
and is excited
to help grow
with Cutting
Edge
Advertising,
Inc. With over 33
years of

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experience in
the specialty
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industry, Doug
Chisum, Sales
Director of West
Texas
(Odessa/Midland)
and Gary Chisum

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definition: If
you are at the
cutting edge of
a particular
field of
activity, you
are involved in
its... |

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