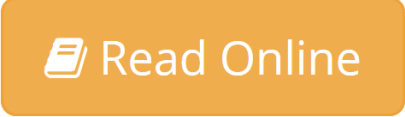




# Advertising Creative: Strategy, Copy, and Design

By Thomas (Tom) B. Altstiel, Jean M. Grow




**Advertising Creative: Strategy, Copy, and Design** By Thomas (Tom) B. Altstiel, Jean M. Grow


*"Altstiel and Grow's book provides golden nuggets of information that will help equip students in developing sound strategy and deploying solid tactics."*  
-Ginger Rosenkrans, Pepperdine University

In a rapidly changing industry, the **Second Edition** of **Advertising Creative: Strategy, Copy, and Design** is a reliable resource on the most recent trends of strategy, concepts, design, and integration of media and technology. This hands-on textbook is packed with cutting edge examples and details that take readers well beyond traditional media. Woven throughout the book are examples and case histories related to diversity and an ever-expanding global marketplace. Authors Tom Altstiel and Jean Grow provide a unique blend of real-world advice and academic perspectives (as a teaching professor for one of the top advertising programs in the country and an award-winning creative director and agency principle).

## New to the Second Edition

- Reflects the changes in the advertising industry- especially the expansion of digital media- with revised chapter organization that allows for greater tactical discussion
- Provides a clear picture of the industry with insightful stories from seasoned creative professionals and student ad examples
- Now four-color throughout, the text showcases vivid sample ads that clearly illustrate recent trends
- Brings featured concepts to life in the classroom with end-of-chapter exercises

 [Download Advertising Creative: Strategy, Copy, and Design ...pdf](#)

 [Read Online Advertising Creative: Strategy, Copy, and Design ...pdf](#)

# Advertising Creative: Strategy, Copy, and Design

By Thomas (Tom) B. Altstiel, Jean M. Grow

**Advertising Creative: Strategy, Copy, and Design** By Thomas (Tom) B. Altstiel, Jean M. Grow

*"Altstiel and Grow's book provides golden nuggets of information that will help equip students in developing sound strategy and deploying solid tactics."*

-Ginger Rosenkrans, Pepperdine University

In a rapidly changing industry, the **Second Edition** of **Advertising Creative: Strategy, Copy, and Design** is a reliable resource on the most recent trends of strategy, concepts, design, and integration of media and technology. This hands-on textbook is packed with cutting edge examples and details that take readers well beyond traditional media. Woven throughout the book are examples and case histories related to diversity and an ever-expanding global marketplace. Authors Tom Altstiel and Jean Grow provide a unique blend of real-world advice and academic perspectives (as a teaching professor for one of the top advertising programs in the country and an award-winning creative director and agency principle).

## New to the Second Edition

- Reflects the changes in the advertising industry- especially the expansion of digital media- with revised chapter organization that allows for greater tactical discussion
- Provides a clear picture of the industry with insightful stories from seasoned creative professionals and student ad examples
- Now four-color throughout, the text showcases vivid sample ads that clearly illustrate recent trends
- Brings featured concepts to life in the classroom with end-of-chapter exercises

## **Advertising Creative: Strategy, Copy, and Design** By Thomas (Tom) B. Altstiel, Jean M. Grow **Bibliography**

- Sales Rank: #1827841 in Books
- Published on: 2009-10-13
- Format: Bargain Price
- Number of items: 1
- Dimensions: .60" h x 8.50" w x 10.70" l,
- Binding: Paperback
- 368 pages

 [Download Advertising Creative: Strategy, Copy, and Design ...pdf](#)

 [Read Online Advertising Creative: Strategy, Copy, and Design ...pdf](#)



## Download and Read Free Online Advertising Creative: Strategy, Copy, and Design By Thomas (Tom) B. Altstiel, Jean M. Grow

---

### Editorial Review

#### Review

Altstiel and Grow's book provides golden nuggets of information that will help equip students in developing sound strategy and deploying solid tactics.

(Ginger Rosenkrans )

Strongly illustrative of concepts; easy to understand. A very practical approach. (Richard Baxter )

This text allows marketing students who are "creative" to be creative. (Keith Starcher )

The book contains good instructional materials with examples. A good step-by-step book. (Alexander Muk )

#### About the Author

**Tom Altstiel** (M.A., University of Illinois at Urbana-Champaign) is owner/partner of Prom Krog Altstiel, Inc., an integrated marketing communications service provider (responsible for creative strategy and tactics, including copywriting, video and broadcast production, Web development, interactive programs, client service and new business development). In addition, since 1999, Altstiel has taught part-time at Marquette University, including such courses as Copywriting, Advanced Copywriting, and Campaigns (with emphasis on AAF competition). He has won more than 185 local, regional and national creative awards and serves on several judging panels for national award competitions. In 2003, Altstiel received the Dean's Award for Outstanding Part Time Faculty for the College of Communication at Marquette University.

**Jean Grow** (Ph.D., University of Wisconsin-Madison; M.A., University of Wisconsin-Stevens Point; B.F.A., The School of the Art Institute of Chicago) is an Associate Professor of Advertising at Marquette University. Grow has received a number of teaching awards including third place in AEJMC's 2002 Promising Professors Competition. She has worked with such clients as Coca-Cola, USA, Kellogg USA, and Kimberly-Clark. She is former Director of Marketing for Apple Studios and heads her own advertising consulting firm, Grow Creative Resources. Her articles have appeared in the following journals: *Women's Studies in Communication*; *Qualitative Health Research*; *Journal of Consumer Marketing*; *Journal of Business Ethics*; *Journal of Communication Inquiry*; and *Journal of Advertising Education*.

### Users Review

#### From reader reviews:

#### Jeffery Whitley:

What do you with regards to book? It is not important along with you? Or just adding material if you want something to explain what your own problem? How about your spare time? Or are you busy particular person? If you don't have spare time to try and do others business, it is make one feel bored faster. And you have time? What did you do? Everyone has many questions above. They need to answer that question due to the fact just their can do this. It said that about book. Book is familiar in each person. Yes, it is right. Because start from on jardín de infancia until university need this kind of Advertising Creative: Strategy, Copy, and Design to read.

### **Coleen Faircloth:**

Nowadays reading books be a little more than want or need but also get a life style. This reading practice give you lot of advantages. The benefits you got of course the knowledge the rest of the information inside the book in which improve your knowledge and information. The data you get based on what kind of e-book you read, if you want get more knowledge just go with schooling books but if you want sense happy read one with theme for entertaining for instance comic or novel. Often the Advertising Creative: Strategy, Copy, and Design is kind of e-book which is giving the reader capricious experience.

### **Maurice Lamothe:**

Are you kind of busy person, only have 10 or perhaps 15 minute in your day time to upgrading your mind talent or thinking skill even analytical thinking? Then you are experiencing problem with the book when compared with can satisfy your small amount of time to read it because this all time you only find e-book that need more time to be learn. Advertising Creative: Strategy, Copy, and Design can be your answer since it can be read by an individual who have those short free time problems.

### **Malcolm Thurmond:**

With this era which is the greater individual or who has ability to do something more are more special than other. Do you want to become one among it? It is just simple strategy to have that. What you must do is just spending your time not much but quite enough to get a look at some books. Among the books in the top listing in your reading list is actually Advertising Creative: Strategy, Copy, and Design. This book and that is qualified as The Hungry Hills can get you closer in turning out to be precious person. By looking upward and review this publication you can get many advantages.

**Download and Read Online Advertising Creative: Strategy, Copy, and Design By Thomas (Tom) B. Altstiel, Jean M. Grow  
#SV3MZK01N9H**

## **Read Advertising Creative: Strategy, Copy, and Design By Thomas (Tom) B. Altstiel, Jean M. Grow for online ebook**

Advertising Creative: Strategy, Copy, and Design By Thomas (Tom) B. Altstiel, Jean M. Grow Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Advertising Creative: Strategy, Copy, and Design By Thomas (Tom) B. Altstiel, Jean M. Grow books to read online.

### **Online Advertising Creative: Strategy, Copy, and Design By Thomas (Tom) B. Altstiel, Jean M. Grow ebook PDF download**

**Advertising Creative: Strategy, Copy, and Design By Thomas (Tom) B. Altstiel, Jean M. Grow Doc**

**Advertising Creative: Strategy, Copy, and Design By Thomas (Tom) B. Altstiel, Jean M. Grow Mobipocket**

**Advertising Creative: Strategy, Copy, and Design By Thomas (Tom) B. Altstiel, Jean M. Grow EPub**