

Advertising Creative: Strategy, Copy, and Design

By Tom Altstiel, Jean M. Grow

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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.*

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Editorial Review

About the Author

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 Dean's Award for Outstanding Part Time Faculty at Marquette. Follow him on Linked In.

Jean Grow (Ph.D. University of Wisconsin–Madison; M.A., University of Wisconsin–Stevens 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: AEJMC'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 Dean'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 artists' representative with agency clients such as Leo Burnett, DDB, and JWT on brands including Coca-Cola, Kellogg's and Zenith. Follow her @jeangrow or on one of her two blogs: ethicalaction.wordpress.com or growculturalgeography.wordpress.com.

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