

This text bridges the gap between academic theory and the advertising practitioner. It recognizes that advertising is only an element of business performance and gives advice on how to establish a competitive edge in that area. All aspects of advertising, from where it fits into business planning to the production of a campaign, are dealt with in a jargon-free manner. Readers are invited to undertake a total review of advertising activity and even those unwilling to overhaul their advertising strategy will be encouraged to achieve better results.

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