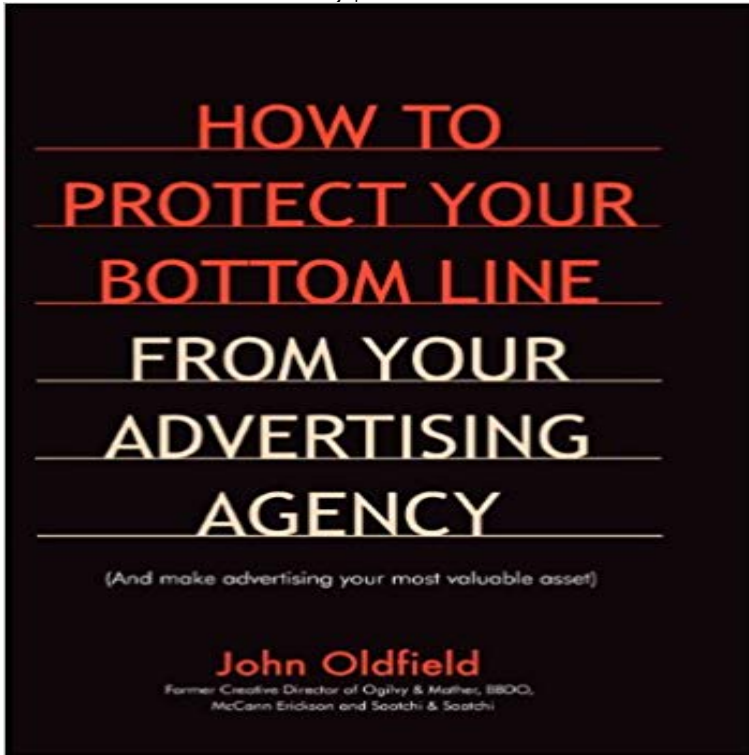


How to Protect Your Bottom Line from Your Advertising Agency - And Make Advertising Your Most Valuable Asset



This book is a brutally frank expose from behind the scenes of how hubris and self-serving behaviour has caused many of those working in the advertising industry to lose the plot - with disastrous consequences for those who invest in advertising. In concise chapters, John Oldfield poses questions as to why so much advertising fails and offers answers to those questions. Has the world of advertising become so self-absorbed that effectiveness and results have become side issues? Why can one ad campaign be a miserable flop, when another for the same product in the same circumstances can drive sales through the roof? Have visuals grown to dominate advertising to the point where words are now a dying art? The decision to choose one advertising campaign rather than another is a massive responsibility - it can literally mean the difference between triumph and disaster. Should such an important decision be left to instinct? If not, what judgemental criteria can be applied to minimise the risk of failure? How To Protect Your Bottom Line From Your Advertising Agency is essential reading for CEOs, business owner operators and anyone else investing in advertising. It points out the traps that can result in a wasted advertising budget and explains why advertising agencies are part of the problem - rather than part of the solution.

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