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	Titolo	Street-Smart Advertising : How to Win the Battle of the Buzz
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	Edizione	[1st ed.]
	Descrizione fisica	1 online resource (257 p.)
	Disciplina	659.1
	Soggetti	Advertising
		Advertising media planning
		Commercial art
		Creation (Literary, artistic, etc.)
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	Lingua di pubblicazione	Inglese
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	Nota di contenuto	Contents; Preface; Acknowledgments; Chapter 01. Rev Up Your Thinking to Tackle Economic Shifts; Chapter 02. Play with Typography's Multiple Personalities; Chapter 03. Embrace Type as a Design Element; Chapter 04. Master the Design Elements; Chapter 05. Connect with Your Audience through Powerful Writing; Chapter 06. Spark the Creative Process for Focused Campaign Strategies; Chapter 07. Take Charge of the Design Principles; Chapter 08. Explore the Power of Color Psychology; Chapter 09. Discover Exciting Strategy-Based Ads and Campaigns
		Chapter 10. Learn the Latest through Inventive Case Studies with Impressive ResultsChapter 11. See Which Self-Promotions Really Work; Chapter 12. Be Inspired by Creative Tips from Conceptual Thinkers; Glossary; Selected Bibliography; Index; About the Author
	Sommario/riassunto	Even the most creative minds need stimulation. Inspiration can come from examples of exceptional work, exercises designed to motivate, or time to reflect. The more inventive pieces the mind takes in, the more resources it has to draw from. Street Smart Advertising: How to Win the Battle of the Buzz contains countless examples designed to jump-start

the right side of the brain. Margo Berman's book is packed with memorable uses of new media, exciting on-strategy marketing, creative online work, insightful quotes by giants in the advertising industry, and exercises to strengthen creative thinking