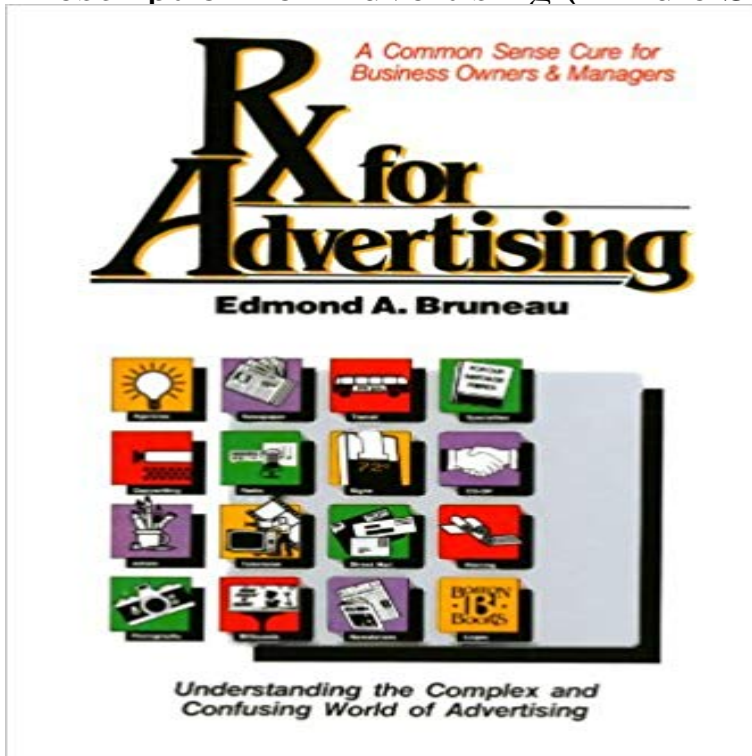


Prescription for Advertising (Kindle Series Book 1)



Prescription for Advertising is written specifically for the business owner or manager who needs to advertise but really doesn't know HOW to make it happen. It's a comprehensive guide to the complete world of advertising -- everything from positioning to printers, budgeting to billboards, creativity to conventions -- even logos and signage. The 30 easy-to-read chapters will be a great step toward understanding the complex and confusing world of advertising. Your first company is getting underway and you've decided to advertise your product. But you don't have an agency and wouldn't know what to say to one if you did. Recommendation: read *Rx for Advertising*, by Edmond A. Bruneau (Boston Books). It's an insider's introduction to murky but important matters such as how to pay an agency, what to expect (and demand) from your account executive, and how to evaluate the agency's recommendations about media buys. Reading it won't make you an expert on advertising, but you'll know what questions to ask those who claim expert status. You'll even be able to talk knowingly about reach, frequency, synergistic advertising, and gross rating points. -- Inc. Magazine Unlike most advertising books on the market today, *Prescription for Advertising* is not written for the advertising professional, and it's not exactly a do-it-yourself book. *Prescription for Advertising* is a reference guide to help the business person decide what type of advertising to choose, where to go, and how to interact with professional advertising agencies and other advertising personnel. -- The Christian Science Monitor Bruneau's book wasn't written for advertising people - it was written for business people. Concise and easy-to-read, it isn't cluttered up with industry jargon and too-precise detail. - -- Business Examiner He knows of where he speaks, and he speaks with a succinct humor that

makes easy reading. Bruneau has written a highly practical book about a subject that is often hard to grapple with. This book should be read as an introduction to media, all media. - -- Signs of the Times One would be hard put to find a better understanding of client advertising needs. It has virtually everything a marketer needs to know in order to make smart advertising decisions. - -- CityBusiness Prescription for Advertising is a prescription written specifically for the average businessman who needs to advertise, but really doesn't know how to go about it. - -- Memphis Business Journal...a comprehensive guide to the complete world of advertising...everything from positioning to printers, budgeting to billboards, creativity to conventions...even logos and signage... - -- Dallas Magazine

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