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Cutting Edge Advertising is the first and only book providing a step-by-step plan to create cutting edge print advertising for the twenty-first Century. Over 300 world famous print ads are discussed and analysed in depth by the people who created them - the Gods of advertising now, not forty years ago.

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After 20 years in advertising, he is now a full-time author. His Cutting Edge books have become definitive advertising reference works and international bestsellers. In 2003, he received the Newsweek Lifetime Achievement Award from the Institute of Advertising, Singapore.

In Cutting Edge Advertising, one of the world's leading creatives offers a step-by-step plan for creating outstanding 21st century print advertising. Along the way, he presents more than 300 of the world's best ads -- each discussed, analyzed and critiqued,

frankly and provocatively, by the brilliant creatives responsible for them. Globally-respected names like David Abbott, Tim Delaney, John ...

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PRAISE FORCUTTINGEDGERADIO This is the first definitive step-by-step guide to creating cutting edge radio commercials, exploring everything from how radio communicates, what kind of commercials work best, how to get great radio ideas and develop them into scripts, how to cast the best talent, and how to record and mix the final track.

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