



## The Secrets of Successful Creative Advertising

By Tom Attea

Paperback. Condition: New. 320 pages. What creative wouldnt want to get his hands on this book . . . . What you need to know about creative . . . Just go get the book! - Brad Forsythe and Ray Schilens, hosts --The Advertising Show, Sponsored by Advertising Age MagazineExtremely well-written and chock full of great ideas and concepts . . . Its a great book! Bravo! --Jamie Turner, Chief Content Officer, The 60SecondMarketer. comI love this book! It will help a lot of people. --Marc Rubin, Award-Winning New York Creative Director and Art DirectorToms book rocks! It tells you how to create advertising that succeeds - reliably! - and wins creative awards, too. Tom Attea is a genius - and I dont say that lightly. Read, study, and apply The Secrets of Successful Creative Advertising if you want to create or buy the kind of advertising that gets noticed and makes more money! - Doug Hall, author of the best-selling marketing book Jump Start Your Brain and founder of the Eureka! Ranch International for training in innovative marketing The Secrets of Successful Creative Advertising should equip downtown marketers to grasp the creative process in an optimally productive way...



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