



## The Brains Behind Great Ad Campaigns: Creative Collaboration between Copywriters and Art Directors (Paperback)

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By Margo Berman, Robyn Blakeman

ROWMAN LITTLEFIELD, United States, 2009. Paperback. Condition: New. Language: English . Brand New Book. Catch an inside look at the advertising creative process. Discover how teams collaborate at major agencies to create unforgettable campaigns like the Budweiser Clydesdale and Dalmatian spots, the PEDIGREE Adoption Drive program, or the breakthrough UPS Whiteboard campaign.



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