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# Advertising Concept And Copy

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Copycats

Programmatic Advertising

Advertising Concept and Copy 3rd Edition

Breakthrough Advertising

High Concept

The Mana of Mass Society

The Advertising Concept Book

R.E.D. Marketing

Start with Why

The Great Mental Models, Volume 1

Model Rules of Professional Conduct

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Deceptive Advertising

From Counterculture to Cyberculture

Introduction to Business

Advertising to Children

Handbook of Research on Effective Advertising

Strategies in the Social Media Age

Excommunication

The Conquest of Cool

Building a StoryBrand

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Ogilvy on Advertising

The Marketing Edge for Filmmakers: Developing a

Marketing Mindset from Concept to Release

Look Both Ways  
Image and Representation  
Reality In Advertising  
What's in a Name?  
Hey, Whipple, Squeeze This  
The Art of the Pitch  
Contagious  
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The Visual Sale  
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## **MATHEWS COMPTON**

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### Copycats

SAGE

This volume teaches advertising, marketing and management students how to effectively judge and critique

creativity in advertising. Programmatic Advertising Simon and Schuster "In business, imitation gets a bad rap: some business leaders see imitators as 'me too' players forced to copy because they

have nothing original to offer. In Copycats, Oded Shenkar challenges this viewpoint. He reveals how imitation - the exact or broad-brushed copying of an innovation - is as critical to prosperity as innovation,

especially when the two are used together."-- Inside jacket.

**Advertising Concept and Copy 3rd Edition**  
Harper Collins  
This text analyzes brands from the point of view of modern marketing theory. It deals in detail with the role of advertising in creating, building and maintaining strong brands - the lifeblood of any long-term marketing campaign. Recommendations for

developing better advertising are included. Breakthrough Advertising Lulu.com  
Through an engaging and humorous narrative, Peter Coughter presents the tools he designed to help advertising and marketing professionals develop persuasive presentations that deliver business. Readers will learn how to develop skills to create the perfect presentation.

**High**

**Concept**  
HarperCollins Leadership  
Since the rise of Napster and other file-sharing services in its wake, most of us have assumed that intellectual piracy is a product of the digital age and that it threatens creative expression as never before. The Motion Picture Association of America, for instance, claimed that in 2005 the film industry lost \$2.3 billion in revenue to piracy online.

But here Adrian Johns shows that piracy has a much longer and more vital history than we have realized—one that has been largely forgotten and is little understood. Piracy explores the intellectual property wars from the advent of print culture in the fifteenth century to the reign of the Internet in the twenty-first. Brimming with broader implications for today's debates over open access,

fair use, free culture, and the like, Johns's book ultimately argues that piracy has always stood at the center of our attempts to reconcile creativity and commerce—and that piracy has been an engine of social, technological, and intellectual innovations as often as it has been their adversary. From Cervantes to Sonny Bono, from Maria Callas to Microsoft, from Grub

Street to Google, no chapter in the story of piracy evades Johns's graceful analysis in what will be the definitive history of the subject for years to come. [The Mana of Mass Society](#) Springer We often invoke the "magic" of mass media to describe seductive advertising or charismatic politicians. In [The Mana of Mass Society](#), William Mazzarella asks what happens to social theory if

we take that idea seriously. How would it change our understanding of publicity, propaganda, love, and power? Mazzarella reconsiders the concept of "mana," which served in early anthropology as a troubled bridge between "primitive" ritual and the fascination of mass media. Thinking about mana, Mazzarella shows, means rethinking some of our most fundamental questions: What powers

authority? What in us responds to it? Is the mana that animates an Aboriginal ritual the same as the mana that energizes a revolutionary crowd, a consumer public, or an art encounter? At the intersection of anthropology and critical theory, *The Mana of Mass Society* brings recent conversations around affect, sovereignty, and emergence into creative contact with classic debates on

religion, charisma, ideology, and aesthetics.

**The Advertising Concept Book** SAGE

The new edition of a classic text about advertising creativity: how to find great ideas and express them freshly and powerfully. A classic text now in a new edition, George Felton's *Advertising: Concept and Copy* is an innovative approach to advertising creativity. It covers the

entire conceptual process, from developing smart strategy to executing it with strong ads—from what to say to how to say it. Part 1, *Strategies*, operates on the premise that the idea beneath an ad’s surface determines its success. This first section shows how to research products, understand consumer behavior, analyze audiences, and navigate marketplace realities, then how to write

creative briefs that focus this strategic analysis into specific advertising objectives. Part 2, *Executions*, explains how to put strategy into play. It discusses the tools at a copywriter’s command—creating a distinctive brand voice, telling stories, using language powerfully and originally—as well as the wide variety of media and advertising genres that carry and help shape

messages. But great executions are elusive. So Part 3, the *Toolbox*, gives advice about how to think creatively, then presents an array of problem-solving tools, a series of techniques that advertisers have used repeatedly to produce exceptional work. In brief, this book shows how to find strong selling ideas and how to express them in fresh, memorable, persuasive ways. The new

edition features greatly expanded discussions of guerrilla advertising, interactive advertising, brand voice, storytelling, and the use of social media. Hundreds of ads in full color, both in the book and on an accompanying Web site, demonstrate the best in television, radio, print, and interactive advertising. Advertising: Concept and Copy is the most comprehensive

e text in its field, combining substantial discussion of both strategy and technique with an emphasis on the craft of writing not found elsewhere. It is truly a writer's copywriting text. *R.E.D. Marketing* IGI Global Advertising to Children stimulates and informs the debate on the ethics and effectiveness of marketing to children. The research tackles a wide range of

issues including smoking and alcohol consumption. *Start with Why* IdeaPress Publishing A candid and indispensable primer on all aspects of advertising from the man Time has called "the most sought after wizard in the business." Told with brutal candor and prodigal generosity, David Ogilvy reveals: • How to get a job in advertising • How to choose an agency for your product • The secrets behind

advertising that works • How to write successful copy—and get people to read it • Eighteen miracles of research • What advertising can do for charities And much, much more.

**The Great Mental Models, Volume 1**

University of Chicago Press  
In the early 1960s, computers haunted the American popular imagination. Bleak tools of the cold war, they embodied the

rigid organization and mechanical conformity that made the military-industrial complex possible. But by the 1990s—and the dawn of the Internet—computers started to represent a very different kind of world: a collaborative and digital utopia modeled on the communal ideals of the hippies who so vehemently rebelled against the cold war establishment in the first

place. From *Counterculture* to *Cyberculture* is the first book to explore this extraordinary and ironic transformation . Fred Turner here traces the previously untold story of a highly influential group of San Francisco Bay-area entrepreneurs : Stewart Brand and the Whole Earth network. Between 1968 and 1998, via such familiar venues as the National Book Award-winning *Whole Earth Catalog*, the



computer conferencing system known as WELL, and, ultimately, the launch of the wildly successful Wired magazine, Brand and his colleagues brokered a long-running collaboration between San Francisco flower power and the emerging technological hub of Silicon Valley. Thanks to their vision, counterculturalists and technologists alike joined together to reimagine computers as tools for

personal liberation, the building of virtual and decidedly alternative communities, and the exploration of bold new social frontiers. Shedding new light on how our networked culture came to be, this fascinating book reminds us that the distance between the Grateful Dead and Google, between Ken Kesey and the computer itself, is not as great as we might think. Model Rules of Professional

Conduct Bloomsbury Publishing “Latin America” is a concept firmly entrenched in its philosophical, moral, and historical meanings. And yet, Mauricio Tenorio-Trillo argues in this landmark book, it is an obsolescent racial-cultural idea that ought to have vanished long ago with the banishment of racial theory. Latin America: The Allure and Power of an Idea makes this case persuasively.

Tenorio-Trillo builds the book on three interlocking steps: first, an intellectual history of the concept of Latin America in its natural historical habitat—mid-nineteenth-century redefinitions of empire and the cultural, political, and economic intellectualism; second, a serious and uncompromising critique of the current “Latin Americanism” —which circulates in United States-based humanities

and social sciences; and, third, accepting that we might actually be stuck with “Latin America,” Tenorio-Trillo charts a path forward for the writing and teaching of Latin American history. Accessible and forceful, rich in historical research and specificity, the book offers a distinctive, conceptual history of Latin America and its many connections and intersections of political and

intellectual significance. Tenorio-Trillo’s book is a masterpiece of interdisciplinary scholarship. Latin America M.E. Sharpe Written for working and aspiring filmmakers, directors, producers and screenwriters, The Marketing Edge for Filmmakers walks through every stage of the marketing process - from concept to post-production - and illustrates how creative decisions at each stage will impact the

marketability of a film. In this book, marketing experts Schwartz and MacDonald welcome you behind the curtain into the inner workings of Marketing department at both the studios and independents. They also track films of different budgets (studio, genre, independent and documentary) through the marketing process, examining how each discipline will approach your

film. Featuring interviews with both marketers and filmmakers throughout, an extensive glossary and end-of-chapter exercises, *The Marketing Edge for Filmmakers* offers a unique introduction to film marketing and a practical guide for understanding the impact of marketing on your film. [Advertising Design by Medium](#) Discover the essential thinking tools you've been missing with

*The Great Mental Models* series by Shane Parrish, New York Times bestselling author and the mind behind the acclaimed Farnam Street blog and "The Knowledge Project" podcast. This first book in the series is your guide to learning the crucial thinking tools nobody ever taught you. Time and time again, great thinkers such as Charlie Munger and Warren Buffett have credited their success

to mental models-representations of how something works that can scale onto other fields. Mastering a small number of mental models enables you to rapidly grasp new information, identify patterns others miss, and avoid the common mistakes that hold people back. The Great Mental Models: Volume 1, General Thinking Concepts shows you how making a

few tiny changes in the way you think can deliver big results. Drawing on examples from history, business, art, and science, this book details nine of the most versatile, all-purpose mental models you can use right away to improve your decision making and productivity. This book will teach you how to: Avoid blind spots when looking at problems. Find non-obvious solutions. Anticipate and

achieve desired outcomes. Play to your strengths, avoid your weaknesses, ... and more. The Great Mental Models series demystifies once elusive concepts and illuminates rich knowledge that traditional education overlooks. This series is the most comprehensive and accessible guide on using mental models to better understand our world,

solve problems, and gain an advantage. Algorithms of Oppression Prosci Create breakthrough marketing campaigns by harnessing the power of R.E.D. Marketing: a transparent and flexible methodology straight from marketing powerhouse Yum! Brands. Sidestep the marketing books, courses, and even TED talks that offer hypothetical explanations that sound sensible and

embrace the proven, systematic approach of R.E.D. Marketing, which the recent CEO and current CMO of Yum! Brands applied to lead Taco Bell and KFC to double digit growth. This book, filled with simple frameworks and engaging stories, will help everyone in your company understand what really works for driving sustainable brand growth and business success. In

2011, Greg Creed had just been elevated from President to CEO of Taco Bell, a brand in deep distress at the time. It was on his shoulders to turn things around quickly along with co-author and CMO, Ken Muench. Together, they developed the R.E.D (Relevance, Ease, Distinctiveness) method. It's simple methodology does not require complicated terms and a PhD to understand, it's actually

quite simple—marketing works in three very different ways:

**Relevance**—Is it relevant to the marketplace?

**Ease**—Is it easy to access and use?

**Distinction**—Does it stand out from competition?

By combining actual examples from Yum! and other recognizable brands of every size around the world with the latest findings in marketing, neuroscience, and behavioral

economics, and the author's own experience marketing three different brands across 120 countries, your brand can set and achieve a truly breakthrough marketing campaign utilizing R.E.D Marketing.

**Deceptive Advertising**  
HarperCollins Leadership  
Steven Spielberg once said, "I like ideas, especially movie ideas, that you can hold in your hand. If a person can tell me the idea in

twenty-five words or less, it's going to make a pretty good movie." Spielberg's comment embodies the essence of the high concept film, which can be condensed into one simple sentence that inspires marketing campaigns, lures audiences, and separates success from failure at the box office. This pioneering study explores the development and dominance of

the high concept movie within commercial Hollywood filmmaking since the late 1970s. Justin Wyatt describes how box office success, always important in Hollywood, became paramount in the era in which major film studios passed into the hands of media conglomerates concerned more with the economics of filmmaking than aesthetics. In particular, he shows how

high concept films became fully integrated with their marketing, so that a single phrase ("Just when you thought it was safe to go back in the water...") could sell the movie to studio executives and provide copy for massive advertising campaigns; a single image or a theme song could instantly remind potential audience members of the movie, and tie-in

merchandise could generate millions of dollars in additional income. From Counterculture to Cyberculture Penguin  
This text covers the process of conceptualizing advertisements that gain attention and produce results. It focuses on understanding both the market-oriented issues that underlie the development of an effective,

creative strategy (What to say), and the technical issues of headlines, visuals and copy (How to say it). Samples of classic and recent professional advertisements are included. *Introduction to Business* Vintage Video can help you close the deal in a virtual world and this book from award winning marketer and author Marcus Sheridan will show you how. With practical advice and

step by step instructions, this is the ultimate guide to selling over video - no matter how much you hate watching yourself on the screen. More than ever before, buyers and consumers are demanding for more video. Just "reading" about a product, service, or company will no longer do the trick. Today, they must "see" it. Notwithstanding this increased demand for video, most businesses

and organizations have struggled to quickly adapt. In fact, many have no idea as to how or where to get started. For this purpose, *The Visual Sale* was written. Finally, businesses and organizations have a clear guide that will literally show them, in simple, clear, and actionable terms, exactly how they can build a culture of video and start "showing it" moving forward, ultimately



leading to a dramatic improvement to their sales numbers, marketing strategy, and overall customer experience.

Advertising to Children  
Simon and Schuster  
This is the first book designed to assist behavioral scientists in the preparation of scholarly or applied research regarding deceptive advertising which will ultimately affect public policy in this area. Because

there was an inadequate foundation upon which to build a program of research for this topic, a three-part solution has been devised:

- 1) a review of how deception is viewed and regulated
- 2) a theory of how consumers process deceptive information
- 3) a sensitive and consistent means of measuring deceptiveness

. This text provides detailed discussions regarding the intersection of law and

behavioral science and its application to deceptive advertising. In so doing, it offers a solid foundation upon which to base expanded behavioral research into how consumers are deceived by advertising claims, and what cognitive processes are involved in that deception.

Handbook of Research on Effective Advertising Strategies in the Social Media Age  
University of Chicago Press

Social media pervades people's awareness and everyday lives while also influencing societal and cultural patterns. In response to the social media age, advertising agents are creating new strategies that best suit changing consumer relationships. The Handbook of Research on Effective Advertising Strategies in the Social Media Age focuses on the radically evolving field

of advertising within the new media environment. Covering new strategies, structural transformation of media, and changing advertising ethics, this book is a timely publication for policymakers, government officials, academicians, researchers, and school practitioners interested in furthering their research exposure and analyzing the rapidly evolving advertising sector and its reflection on

social media. *Excommunicat ion* University of Texas Press Now thoroughly revised and updated, this systematically presented coursebook tells you everything you need to know about advertising, from how to write copy and choose a typeface, to how agencies work and the different strategies used for print, TV or cinema and other media, including interactive. Exercises throughout

help the reader judge their own work and that of others. By getting to the heart of the creative process in a way that other guides dont, the book can help anyone produce better advertising. This new

edition features a thoroughly revised and updated chapter on interactive advertising, with new exercises and some thirty new illustrations. 'Invaluable' Creative Review 'Enormously encouraging,

practical and entertaining. If this book could stand in front of a class (of creative students) and talk, I'd be out of a job.' Tony Cullingham, Course Director, The Watford Creative Advertising Course, West Herts College