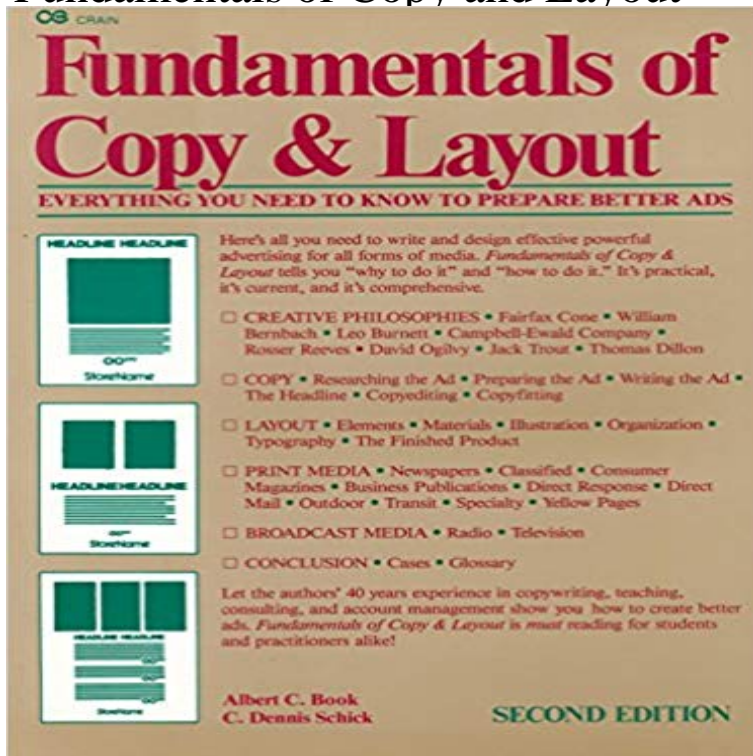


Fundamentals of Copy and Layout



Everything students need to know to create better ads is included in this user-friendly workbook. Self-quizzes, assignments, and cases teach students to solve actual copy and layout challenges. Features the creative philosophies of Bill Bernbach, Leo Burnett, David Ogilvy, Jack Trout, and Rosser Reeves. Includes material on research, data collection, analysis, and integrated marketing. This texts nuts-and-bolts techniques and cutting-edge content will empower your students with:

- * A solid foundation in the fundamentals that theyll use and thank you for throughout their careers.
- * Tips on writing for the Internet, new computer applications, and photo reproduction techniques.
- * The critical outlook theyll need to succeed by completing the texts quizzes, assignments, and copy and layout problems.

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