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How To Create
The Worlds
Best For Brands
In The 21st
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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.

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Title: Cutting Edge

Advertising: How to

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Aitchison; Release date:

December 2012;

Publisher(s): PH

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ISBN: 9780133412369

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Advertising, one of the

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offers a step-by-step

plan for creating

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print advertising. Along

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more than 300 of the world's best ads -- each discussed, analyzed and critiqued, frankly and provocatively, by the brilliant creatives responsible for them.

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~~Advertising, 2nd~~

~~Edition: Aitchison, Jim~~

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To be a successful business leader, you need memorable, cutting-edge advertising that works. But, advertising dollars are wasted on ineffective advertising that's easily forgotten, leaving you feeling frustrated and like you're falling

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~~BRUCE BILDSTEN,~~
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~~Fallen, Minneapolis~~

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Advertising-Jim

Aitchison Quoting

Liberally from several
dozen of the advertising
world's most acclaimed
copywriters and art

directors, Mr. Aitchison
does a brilliant job of
explaining how the best
print advertising is
developed. In the first
few chapters he deals

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with the subject on something of a higher, philosophical plane.

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~~Edge by Merriam-~~

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Cutting Edge

Advertising, Inc. is a full-line promotional products company

established in 2004. The company was recently

purchased by Denoyah

Phillips who eagerly

joins a wonderful team

and is excited to help

grow with Cutting Edge

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Advertising, Inc. With
over 33 years of
experience in the
specialty advertising
industry, Doug Chisum,
Sales Director of West
Texas
(Odessa / Midland) and
Gary Chisum ...

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Advertising, Inc. — Who
We Are~~

Cutting edge definition:

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If you are at the cutting edge of a particular field of activity, you are involved in its... |

Meaning,
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