



Cutting Edge Advertising: How to Create the World's Best for Brands in the 21st Century

By Jim Aitchison, Neil French

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In Cutting Edge Advertising, one of the world's leading creatives offers a step-by-step plan for creating outstanding 21st century print advertising. Along the way, he presents more than 300 of the world's best ads -- each discussed, analyzed and critiqued, frankly and provocatively, by the brilliant creatives responsible for them. Globally-respected names like David Abbott, Tim Delaney, John Hegarty, Gary Goldsmith, Bob Barrie, Neil French and Jeff Goodby -from the world's most admired advertising agencies -- share their secrets in a carefully structured, inspirational journey through the process of creating truly great advertising. No other book covers the subject so completely -from research and strategy, through concept and crafting, and beyond. This book demolishes worn-out advertising myths that may have been true in the '50s and '60s -- replacing them with 21st century techniques that work now! You'll find a full chapter on how to come up with great ideas, specific guidance on the craft of art direction and copy, and great advice for nurturing your own career in advertising. This book is a goldmine for every advertising agency copywriter, art director, and account supervisor; in-house agency; and for every newcomer to the field.

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Editorial Review

Review

Aitchison's relaxed style of questioning somehow got a lot of major talent to reveal their very secret! Do not trust this man. -- *Nick Cohen Founder, Mad Dogs & Englishman NYC*

Great reliving the passion that consumed us all. After reading the book, I wanted to start the adventure all over again. -- *Roy Grace Chairman, Grace & Rothschild New York*

I think this may be the best book on advertising I've read - it's certainly the best book on print advertising. It made me want to start writing ads again - very dangerous. You've captured the essence - congratulations. -- *David Abbott, London*

If you believe in advertising, here is your Bible. -- *Guido Heffels, Creative Director of Springer and Jacoby Germany*

In all the years I've spent interviewing brilliant advertising men and women, never have I seen so much collected wisdom, experience and insight as I have in this single volume. That it's seen through the eyes of a practicing adman makes it that much more valuable. -- *Anthony Vagnoni Editor-at-Large, Advertising Age USA*

This book is for the thousands and thousands of thirsty young Turks in our industry who are searching for directions and inspirations in the art of creating great ads. It's a winner! -- *Ian Batey Group Chairman, Batey Ads Singapore*

This is destined to be essential reading for anyone in the business or thinking of getting into it. The book would be inestimably useful to any client who wondered how his money was spent, and wanted to get more bang for his buck. -- *Neil French Worldwide Creative Director, Ogilvy & Mather*

From the Back Cover

This is the first step-by-step guide to creating cutting-edge print ads, covering everything from how advertising works, how brand-building methodologies are changing, how to get an idea, and how copy and art should be crafted.

It demystifies the advertising creative process, with page after page of practical, inspiring, and often controversial advice from such masters as David Abbott, Bob Barrie, Nick Cohen, Tim Delaney, Neil French, Gary Goldsmith, John Hegarty, Lionel Hunt, Bob Isherwood, Bill Oberlander, Indra Sindha, and dozens more.

Over 200 print ads and case histories reveal the creative processes at work in Abbott Mead Vickers, Bartle Bogle Hegarty, Fallon McElligott, Goodby Silverstein, Howell Henry Chaldecott Lury, Leagas Delaney, Mad Dogs & Englishmen, Saatchi & Saatchi, and other world famous agencies in the US, UK, Asia, and Australia.

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I think this may be the best book on advertising I've read - it's certainly the best book on print advertising. It made me want to start writing ads again - very dangerous. You've captured the essence - congratulations.—David Abbott, London

An absolutely excellent piece of work. Nowadays, young writers and art directors get precious little training once they've joined an agency, and books such as this do all of us in the industry a favour.—Adrian Holmes Chief Creative Officer, Lowe and Partners Worldwide

There are three books about advertising I'd recommend. And I won't tell you what the other two are.—Bob Barrie

Fallon McElligott, Minneapolis

The multi-talented Aitchison, an Australian, is himself a former distinguished practitioner . . . The author enjoys the advantage of not thinking that all the most creative ideas come out of London and New York.—Philip Kleinman

Market Leader, UK

All you ever wanted to know, but never knew who to ask - a great read for anyone wanting more from their print advertising.—Andrew Thomas

International Herald Tribune

More creative inspiration than a ten-foot stack of One Show and D&AD annuals.—Bruce Bildsten

Fallon McElligott, Minneapolis

It's the best I've ever read . . . Unlike most books on advertising that are the thoughts of one person, these are the collective thoughts of so many great people. This is, in truth, the knowledge . . . No writer, art director, account man, planner or client should be without it.—Lionel Hunt

Chairman & Creative Director, Lowe Hunt & Partners, Australia

It succeeds with gusto . . . Aitchison avoids the dull, lifeless form of 'How to' tomes. Intelligently structured . . . it is a rare book in its homage to great print ads and how they are made.*Business Review Weekly*, Australia

About the Author

Jim Aitchison has won over 600 advertising awards. He was creative director of The Ball Partnership, Singapore, and executive creative director of Batey Ads, Singapore. He has judged The One Show, America's leading awards show, and the London International Advertising Awards.

Users Review

From reader reviews:

Mary Oropeza:

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you can choose the suitable activity regarding spend your time. Any person spent their own spare time to take a walk, shopping, or went to the actual Mall. How about open or maybe read a book entitled Cutting Edge Advertising: How to Create the World's Best for Brands in the 21st Century? Maybe it is to become best activity for you. You already know beside you can spend your time together with your favorite's book, you can smarter than before. Do you agree with it is opinion or you have some other opinion?

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