

10 WAYS TO SCREW UP AN AD CAMPAIGN

A Guide To Planning
And Creating Advertising That Works

BY BARRY H. COHEN

Ten Ways To Screw Up An Ad Campaign

Jeffrey Dobkin



Ten Ways To Screw Up An Ad Campaign:

10 Ways To Screw Up An Ad Campaign Barry H Cohen, 2018-05-22 10 Ways to Screw Up an Ad Campaign is a practical no nonsense guide to avoiding the most common pitfalls Written for the small business professional practitioners and those who work in the advertising field this book is chock full of real life examples provides readers with a guide to avoiding the most frequently made mistakes in advertising It covers everything from how to select and work with advertising counselors to evaluating which media to use and when to how you can out advertise the competition even if you can't outspend them In addition to strategies for your creative and media campaigns 10 Ways to Screw Up an Ad Campaign addresses the most critical item of all how to effectively measure the success of your advertising Floor Covering Weekly, 2003

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