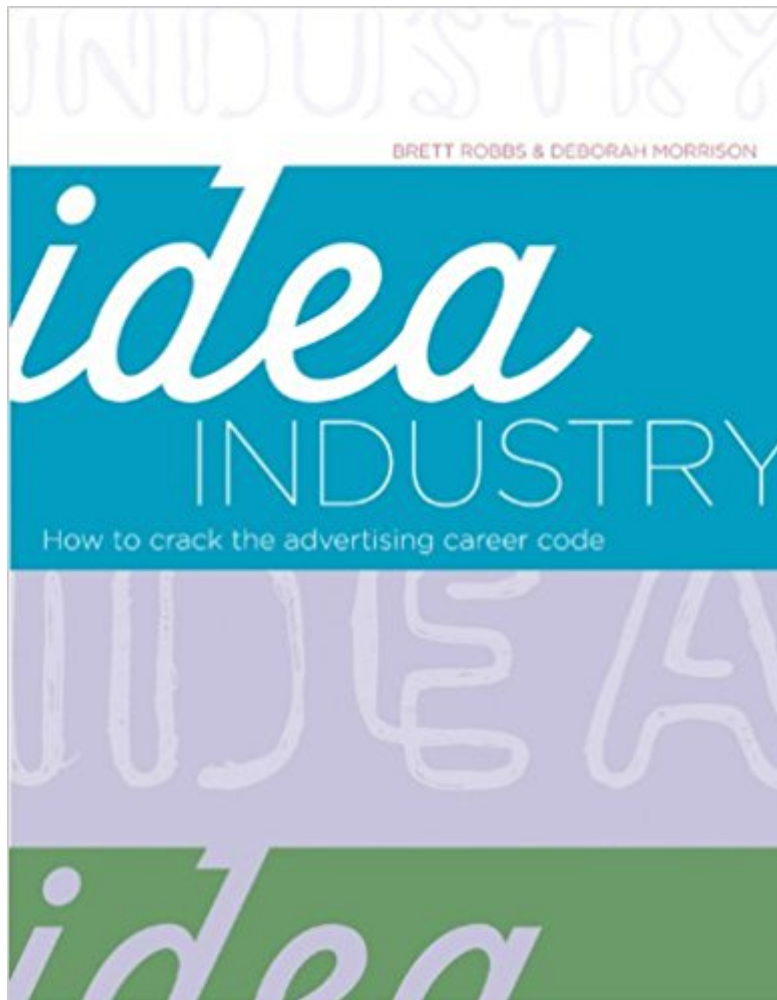




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# Idea Industry: How To Crack The Advertising Career Code



## Synopsis

You love advertising, so much so that you're thinking about starting a career in it. But aside from creative directors who think up the ideas for ads, who does what at an ad agency? *Idea Industry: How to Crack the Advertising Career Codes* is the first book that breaks it all down and explains what everyone does, which job might be the right fit for you and how you can get that job. We cover the major areas in six straightforward chapters-creative, production, account management, account planning, media and digital media. Through interviews with people working at the best agencies and first person accounts, this book explains what you can expect and what you'll need to know before you even start looking for that dream job. With four-color photos throughout, *Idea Industry* promises to be the best career guide for anyone interested in the advertising industry.

## Book Information

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## Customer Reviews

Brett Robbs (Boulder, CO) is an associate professor of advertising in the School of Journalism and Mass Communication at the University of Colorado at Boulder. He has more than 20 years of advertising experience, and his work has been honored by the ANDYS, the EFFIES, Communication Arts, the New York Art Director's Club and the London International Advertising Awards. Deborah Morrison, Ph.D. is University of Oregon's Chambers Distinguished Professor of Advertising. In the talent development circle of advertising education for over 20 years, Morrison has ex-students and creative comrades populating agencies all over the world and that means her inbox and Facebook wall stay full with oddly compelling messages. Morrison's research and professional

interests focus on professional creativity and social responsibility in advertising. A former member of the One Club's Board of Directors, she is fascinated by the organizational mojo of great agencies, and sees strong responsible advertising as one way to save the world. She and her husband Dan have three sons and live in Eugene, Oregon.

In my experience, my college advertising classes have taught much theoretical information about different areas of advertising, but not much about the different careers within it or how to get these careers. This book fills that gap. I used to have much ambiguity in how to get my professional career started in advertising. Also I really wondered what area of advertising I could see myself doing. Even though nothing compares to actual experiences(internships/jobs), I found having research to bounce off of was really beneficial as it helped me choose my specialized area(acct management). Before then everything was just my imagination. The best part about this book is that it explains all the general areas of advertising along with quotes, advice, experiences, and information in each respective section/occupation of advertising. I highly recommend this book for any college student looking to find their start in the advertising business. It will help you think about everything evaluating all different areas of advertising, learning how to get the internship, make the right cover letter, how to sell yourself well, discovering the right kind of agency to choose, recent trends among careers in the advertising business, etc. It references sources to learn more about careers in advertising too (creative, acct planning, acct management, media, digital, production). Simply, if you know you like advertising, but do not know which areas specifically you'd like to pursue, read this book. If you still don't know, you'd still be much farther ahead otherwise. Best of luck.

I am currently taking a class with one of the authors, and I'm so happy she's my faculty advisor too :) My only issue with this book is that it feels repetitive as well as vague when it gets to the steps of what you need to do to start your career in each section.

It's a good book .. It came in great condition and it helps me with my class and my major

This was part of my advertising curriculum freshmen year in college. I now work in advertising. Times have changed since then - positions added, responsibilities rearranged and so on - but this book helped me realize all of the different types of roles in an agency, and the general flow from project opening to account closed. It helps you understand everything that's going on off-screen in Mad Men.

I'd have to say the authors have certainly delivered on this book (and I'm from the UK and never met the authors). I don't usually make time to write reviews, but this one deserves it wholeheartedly! Although published in 2008, its advice is timeless and is relevant to anywhere in the world. At the back there's a section on resources and inspiration (sites, books and blogs) and there's plenty of gold nuggets of advice and tips to bring you up to the "ad-calibre". It talks you through the process from the perspective of each area of the industry, it gives examples of award-winning work, and it gets to the nitty gritty of what the directors are looking for! Buy this now and it will be one of the best decisions you'll make!

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