



How to Put Your Book Together and Get a Job in Advertising (Newly Revised Edition)

Maxine Paetro

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In print for over thirty years, the advertising industry bible and ultimate insider's guide to getting in and getting noticed.

Praised as the “essential,” “award-winning advertising career classic,” here is the industry standard that all aspiring creatives turn to for brutally honest—and often droll?career advice, now fully updated to reflect what most impresses today’s top firms. This is the unequivocal go-to source for anyone looking to break into the business. Originally published under the title *The Copy Workshop*.

Contributors include: David Baldwin, Tom Cuniff, Greg DiNoto, Jim Durfee, Doreen Dvorin, Heidi Ehlers, Jeffrey Epstein, George Felton, Jack Foster, Cliff Freeman, Roz Goldfarb, Jeff Goodby, Dean Hachon, Charles Hall, Jhames Holley, Lee Kovel, Leora Mechanic, Deborah Morrison, Jim Mountjoy, James Patterson, Robin Raj, Amy Krouse Rosenthal, Helen Klein Ross, Ron Seichrist, Susan Spiegel Solovay, Helayne Spivak, Luke Sullivan, Eric Weber.

From the Introduction:

Although media are changing at the speed of light, the basics of advertising, speculative ads, and the job-getting process haven't changed. The information in this spanking-new revision concerns first-year issues.

* In Part I, I define concepts and campaigns for those who have just begun to ask what this portfolio thing is all about. And there are new questions and answers that I hope will help those about to graduate, those who are about to enter or have already entered the tougher-than-ever entry-level job competition....

* Part II addresses all aspects of getting a job, from resumes, cover letters, and business cards to interview etiquette and follow-up.

* As I've done since the first edition of this book, I've invited creative heads of some of the top agencies around, headhunters, creative managers, and junior creative people to write essays and supplement the text of this book with their comments, their stories, and examples from their portfolios. The contributions of these generous people are of enormous value and make up Part III, "A Little Help from Some Friends."

50 illustrations

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From reader reviews:

Gayle Collins:

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Susan Chestnut:

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Diane Wilson:

Precisely why? Because this How to Put Your Book Together and Get a Job in Advertising (Newly Revised Edition) is an unordinary book that the inside of the guide waiting for you to snap it but latter it will surprise you with the secret the idea inside. Reading this book beside it was fantastic author who have write the book in such awesome way makes the content inside easier to understand, entertaining technique but still convey the meaning totally. So , it is good for you because of not hesitating having this anymore or you going to regret it. This unique book will give you a lot of rewards than the other book have got such as help improving your skill and your critical thinking method. So , still want to hold up having that book? If I were you I will go to the guide store hurriedly.

Tara Winston:

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