



Advertising Strategy: Creative Tactics From the Outside/In

Tom Altstiel, Jean M. Grow

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Written in an accessible style, **Advertising Strategy: Creative Tactics From the Outside/In** gets right to the point of advertising by stressing key principles, illustrating them, and then providing practical information students and working professionals can use. Unlike many books that focus only on advertising created for large consumer accounts, this text also covers business-to-business, in-house, and small agency advertising. Authors Tom Altstiel and Jean Grow provide students with a unique blend of real world and academic perspectives through their own personal experience as a working creative director and agency principal and an actively teaching professor at one of the top advertising programs in the country.

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