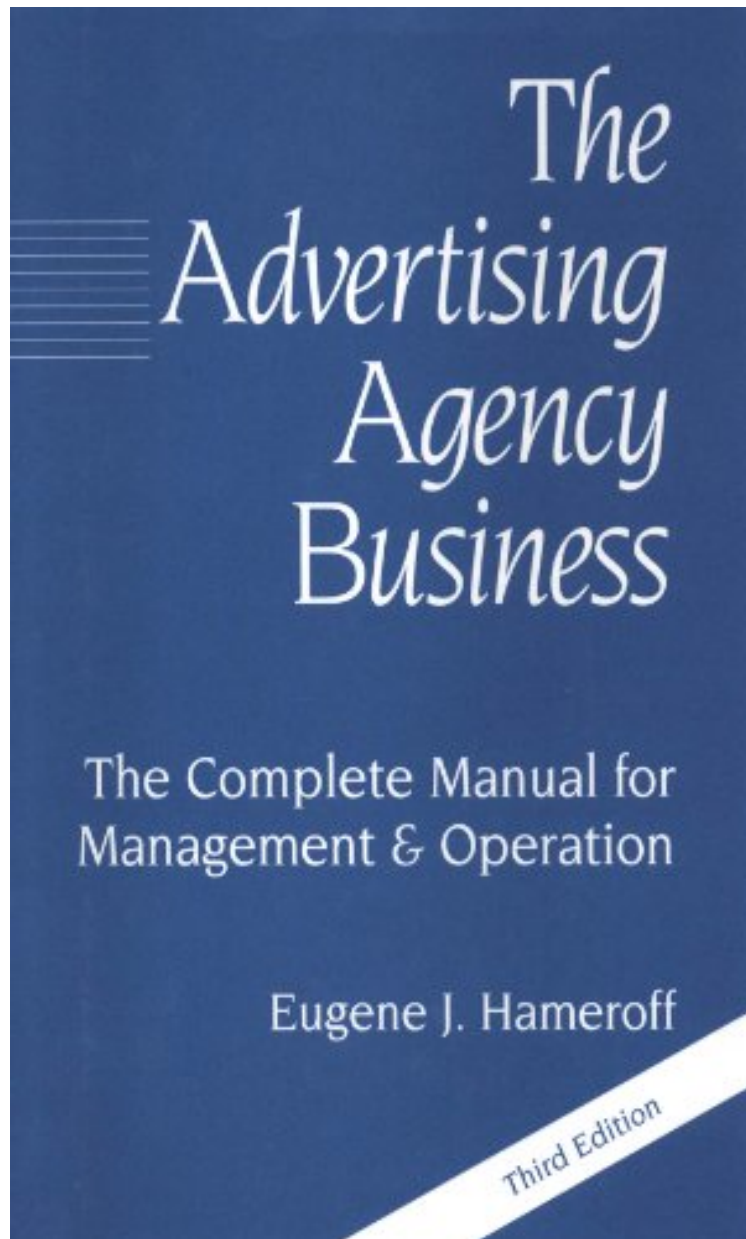


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The Advertising Agency Business

Eugene J. Hameroff

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When the first edition of Herbert Gardner's *The Advertising Agency Business* was published, it was heralded as the most comprehensive management guide to this dynamic, fast-changing business. The second edition established the book as the standard work on the subject. This newly revised edition by Eugene Hameroff continues that tradition. In twenty-eight short, easy-to-read chapters, you will find out how to: Start an agency Manage your agency profitably with key financial insights, including expert guidance on determining income and profit; allocating gross income, developing solid billing procedures; identifying key operating figures; developing timely, reliable financial reports for your agency and for your clients Evaluate an agency Structure ownership Manage, develop, and evaluate personnel Develop mutually beneficial relationships with clients and suppliers Generate new business through aggressive lead generation knowledgeable assessment of client personnel blockbuster presentations Drawing on more than a half century of experience in agency administration, finance, and general management, this all-new edition is the indispensable guide for every advertising professional and for anyone who wants to know more about successful advertising business practice.

From the Back CoverWhen the first edition of *The Advertising Agency Business* was published nearly two decades ago, it was hailed as the most comprehensive and valuable guide to successful agency management. The second edition established the book as the standard work in this area. This all-new, updated, third edition continues that tradition. It gives an overview of agency financial operations, including Identifying key operating figures Determining income and profit Allocating gross income Developing reliable, timely financial reports This edition also presents complete information on the following business aspects of agency operation: How to start and build your agency How to evaluate an agency How to manage, develop, and evaluate personnel How to get new business More agencies fail due to poor management than any other reason. organized for convenient reference, this authoritative guidebook offers highly readable explanations of the systems and strategies you need to grow and prosper in the agency business.About the AuthorMcGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide