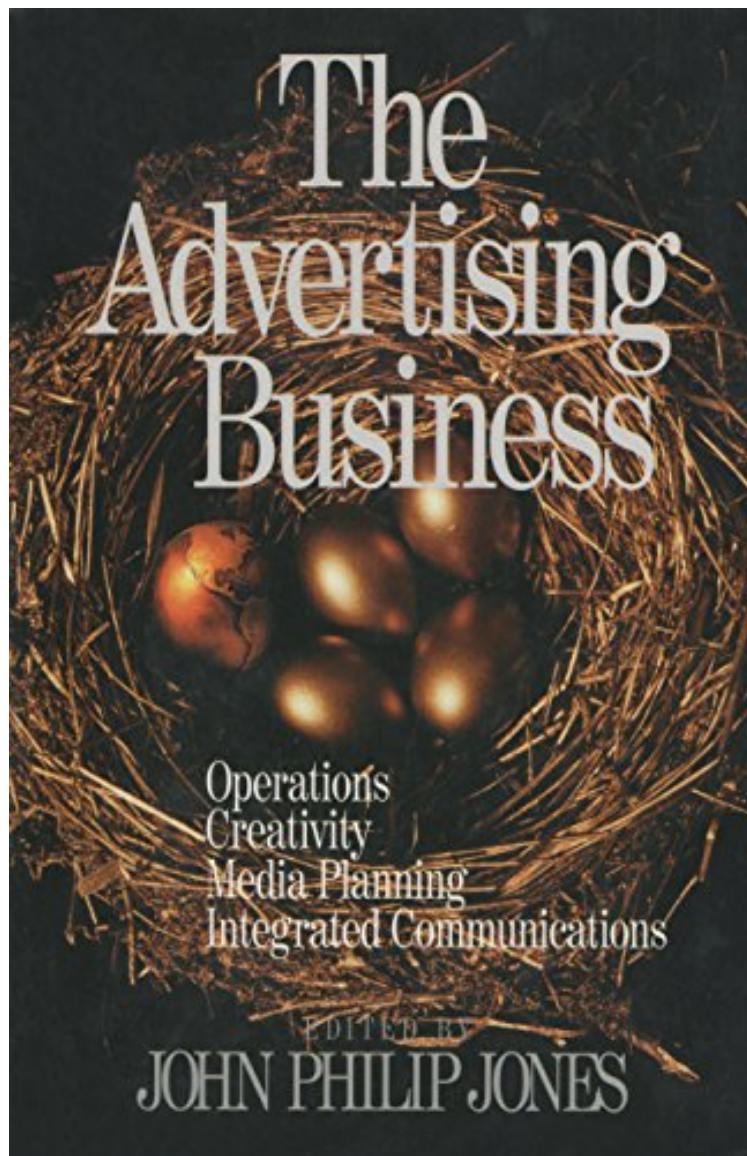


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John Philip Jones

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This authoritative and comprehensive handbook of successful advertising practices addresses such aspects of the business as: agency operation, creativity, media planning, operations and speciality advertising. The distinguished contributors reflect a global mix of academic and professional backgrounds, and most chapters - complemented by a few adaptations of classic articles - have been specifically written for this volume. The result is a single 'knowledge bank' of theory and practice for advertising students and professionals.