


# Advertising Strategy: Creative Tactics From the Outside/In


By 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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*"It's refreshing to read a book on advertising with insight and work from the industry's most talented."* (Tony Calcao 2005-11-01)

*"This book strikes me as different and more accessible. It also SHOWS students how to write for ads rather than preaching to them. It's written in a casual, conversational style. It makes it easy and inviting to read. Sounds like the authors are just talking to the students. Geez, isn't that what we tell them to do when writing copy?"* (Sheri J. Boyles 2005-11-01)

*"Well written, entertaining, and informative. The examples provided good insight into the 'real world.' It is a strong 'how to' book that can help empower students to actually learn how to write copy."* (Sally J. McMillan 2005-11-01)

*"This text is a trail blazer! Practitioners as well as academics, the authors have produced a refreshingly nontraditional textbook in format, coverage, organization, presentation, and tone. They focus on the copywriter's creative strategy and tactics, emphasizing tips, techniques, checklists, and how-tos for writing for the media (print and electronic) and developing advertising campaigns. The work is easy to follow, invites reading, and stimulates learning. Included are more than 350 up-to-date visual examples, including samples of creative work developed by students; interspersed throughout are 'Words of Wisdom' quotes from more than 70 outstanding professionals. Each chapter includes a 'war story,' an anecdote or case history from the files of people in the business. A must for use in advertising, communications, marketing courses and a wonderful resource for business faculty, students, and practitioners. Summing Up: Essential. Lower-division undergraduate through professional collections"* (CHOICE 2006-04-18)

#### About the Author

**Tom Altstiel** (M.A., University of Illinois at Urbana-Champaign) is an owner/partner of Prom Krog Altstiel, Inc. (PKA Marketing), an integrated marketing communications service provider. Altstiel is responsible for developing creative strategy and tactics for digital, print, broadcast, and video as well as client service and new business development. Altstiel has developed creative work for hundreds of consumer and business-to-business clients including Toyota, Johnson Controls, Eaton, 3M, Evinrude, and Snap-On Tools. He has won over 250 local, regional and national awards for creative excellence. Since 1999, Altstiel has been an adjunct

instructor at Marquette University, teaching Copywriting, Advanced Copywriting, Campaigns and Principles of Advertising. He received the Dean's Award for Outstanding Part Time Faculty at Marquette. Follow him on Linked In.

**Jean Grow** (Ph.D. University of Wisconsin–Madison; M.A., University of Wisconsin–Stevens Point, B.F.A., School of the Art Institute of Chicago) is an Associate Professor of Advertising and Director of the Fine Arts Program at Marquette University. Grow has won numerous fellowships and awards including: AEJMC's Institute for Diverse Leadership in Journalism and Communication Fellowship (2015-16); a Visiting Professorship, University of Modena, Italy (2013); the Spanish Ministry of Science and Innovation Research Grant (2010-2013); and the Dean's Award for Teaching Excellence (2007). Her academic research appears in publications such as: Advertising & Society Review, Communication & Society, and International Journal of Advertising. Prior to joining the academy Jean worked as an artists' representative with agency clients such as Leo Burnett, DDB, and JWT on brands including Coca-Cola, Kellogg's and Zenith. Follow her @jeangrow or on one of her two blogs: [ethicalaction.wordpress.com](http://ethicalaction.wordpress.com) or [growculturalgeography.wordpress.com](http://growculturalgeography.wordpress.com).

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