

Excellence in Advertising (Chartered Institute of Marketing (Paperback))

By Leslie Butterfield

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While many books on advertising are written by people whose experience of the industry is either limited or else rather distant in time, Excellence in Advertising, has been created by a group of people who are directly involved in the business currently and are at the very top of their profession.

The first edition of this book, published in 1997, proved to be a huge success both in the UK and internationally. This new edition is substantially updated and enlarged - with new authors added and new subjects covered.

The cast list of authors, headed by Leslie Butterfield as editor and contributor, reads like a veritable Who's Who of advertising and marketing: John Bartle, Steve Henry, Professor Peter Doyle, Mike Sommers and now also Richard Hytner, Tim Broadbent, Tim Pile and others.

Together their contributions present an authoritative view on what constitutes best practice in a wide range of key areas that are the context for the creation of effective advertising:

Building successful brands
Strategy development
The analysis and interpretation of qualitative research
Creative briefing
Media strategy

AND NEW IN THIS EDITION:

Managing relationships
Evaluating advertising
Loyalty
Shareholder value
Total communication strategy

Combining state-of-the-art thinking and practical advice, this book will be of value to those who use advertising to build brands, those who study advertising and its role and to those actively engaged in producing excellence in advertising

on a daily basis.

Leslie Butterfield is Chairman of Partners BDDH, the agency he founded in 1987. He is one of the UK advertising industry's most respected strategists, and a regular contributor to advertising conferences and publications. He was Chairman of the IPA's Training and Development Committee from 1989 to 1997 and is now a Council Member and Fellow of the IPA.

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Editorial Review

About the Author
Leslie Butterfield is CEO of the strategic brand consultancy Butterfield8, founder of agency Partners BDDH and a fellow of the IPA.

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