



Advertisers at Work

Tracy Tuten

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“Conversations with some of the sharpest minds in advertising lead the reader gently into the heart of the business. A great read whether you’re starting out in advertising or simply want to pick up some tips from the greats.”

—**Mark Tungate**, author of *Adland: A Global History of Advertising* and *Branded Beauty: How Marketing Changed the Way We Look*

“In *Advertisers at Work*, Tracy Tuten conducts interviews with some of the ad world’s biggest players. The interviews—ranging from advertising legend Mike Hughes to leaders of the next generation like David Oakley and Susan Credle—reveal much about the nature of creativity and why we all respond to certain ads either with a laugh or a purchase. Tuten’s skillful questions also highlight how these men and women learned the craft, found mentors, and landed jobs doing things they ‘didn’t know you could get paid to do.’ They talk about successes and failures, their hopes and dreams, and the direction of the industry as we move into the age of social and branded media. If you are in the field of advertising or one of those people who often say, ‘Hey, did you see that commercial . . .,’ you’ll find *Advertisers at Work* a valuable addition to your bookshelf.”

—**John Sweeney**, Distinguished Professor, School of Journalism University of North Carolina, Chapel Hill; Former Associate Creative Director, Foote, Cone & Belding

In *Advertisers at Work*, readers will gain insights from the most interesting people working in the field of advertising today, told in their own words. Guided by interviewer **Dr. Tracy Tuten**, 18 advertising leaders share their favorite stories, debunk the myths of advertising, make predictions on the industry’s future, pay homage to the lions of the past, and offer insights into what it takes to win in the ad game today.

Each chapter is devoted to one advertising executive, showcasing that person’s unique vision and perspective into the world of advertising. Who are these leaders? Talent, perseverance, creativity, and pure grit set these people apart—and that’s where their similarities end. With a mix of senior contributors and up-and-coming talent representing the creative crafts, media, planning, and account services from a variety of agencies and locales, this book pulls back the curtain and invites readers to live each leader’s experiences up close. They’ll learn from the advertisers at work.

Every interview shows how advertising leaders have an impact on a day-to-day basis: charting strategy, making effective pitches, managing clients and key partners, calling in the creative muse, reading the public’s mood, developing the right mix of media to launch a campaign, or pouncing on opportunities the rest of us can’t see. This book:

- Shares the untold stories of senior executives and rising stars in advertising
- Demystifies the craft of advertising from the perspectives of creatives, media strategists, planners, and account executives
- Provides insights, strategies, and tactics readers can put to work immediately
- Offers predictions on the rapidly changing advertising landscape

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