

## Cutting Edge Advertising How To Create The Worlds Best For Brands In 21st Century Jim Aitchison

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After 20 years in advertising, he is now a full-time author. His Cutting Edge books have become definitive advertising reference works and international bestsellers. In 2003, he received the Newsweek Lifetime Achievement Award from the Institute of Advertising, Singapore.

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### **Cutting Edge Advertising: How to Create the World's Best ...**

Cutting Edge Advertising, Inc. is a full-line promotional products company established in 2004. The company was recently purchased by Denoyah Phillips who eagerly joins a wonderful team and is excited to help grow with Cutting Edge Advertising, Inc. With over 33 years of experience in the specialty advertising industry, Doug Chisum, Sales Director of West Texas (Odessa/Midland) and Gary Chisum ...

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Now revised and updated, this classic book is still the definitive step-by-step guide to creating cutting edge print ads. It covers everything from how advertising works, how brand-building methodologies are changing, how to get an idea, and how copy and art should be crafted.

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### **Cutting Edge Advertising: How to Create the World's Best ...**

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Cutting Edge Advertising-Jim Aitchison Quoting liberally from several dozen of the advertising

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world's most acclaimed copywriters and art directors, Mr. Aitchison does a brilliant job of explaining how the best print advertising is developed. In the first few chapters he deals with the subject on something of a higher, philosophical plane.

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