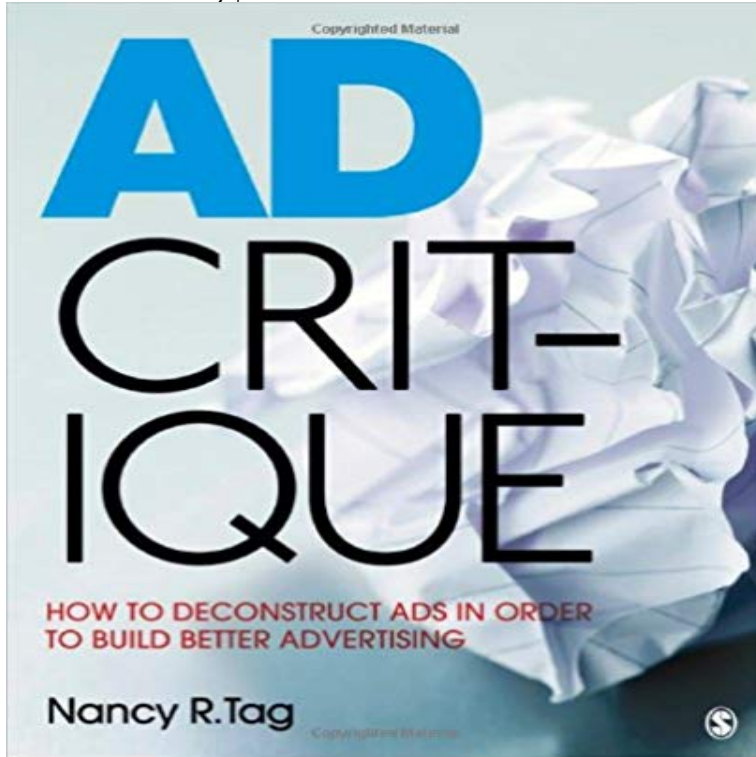


Ad Critique: How to Deconstruct Ads in Order to Build Better Advertising



Ad Critique teaches advertising, marketing, and management students--both the suits and the creatives--how to effectively judge and critique creativity in advertising. This textbook is an instruction manual; a facilitator of dialogue; a companion piece to classroom content. Its lessons result in actual skills that enable students to look at the creative product and embolden them to say something constructive and worthwhile.

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