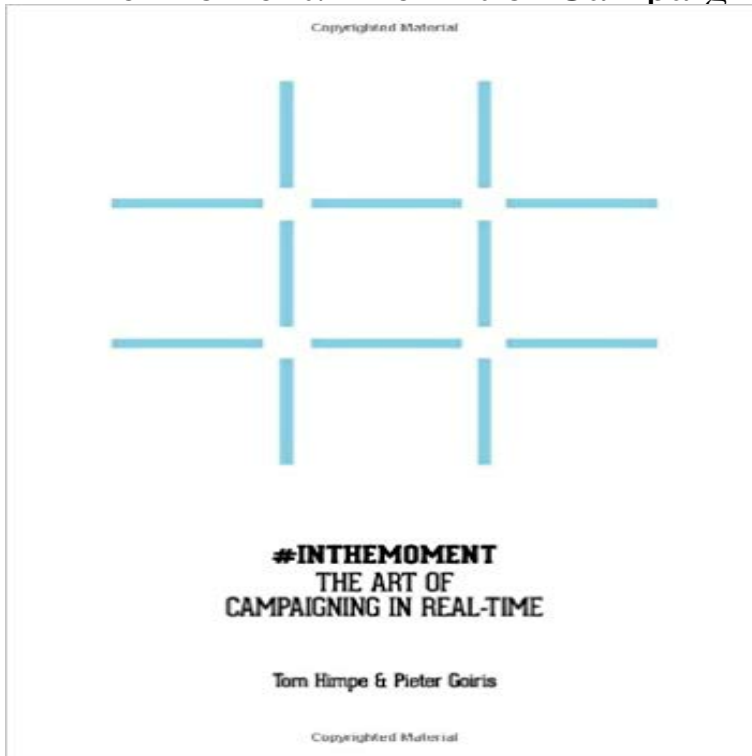


In The Moment: The Art of Campaigning in Real-Time



In The Moment answers the tricky question of why it often takes 9 months to make an advertisement that only lasts for 30 seconds... for this reason, it is acknowledged that the output of the advertising sector is remarkably small. Each year, the average advertising bureau doesn't even produce enough text and photos to fill a single newspaper or television program and this in an age when advertising is only as valuable as the public it reaches; the attention it attracts and the connections it creates. This insightful volume introduces you to the concept and secrets of, real-time content. The theory being that analyzing, planning, creating and spreading content in real-time generates a greater dynamic; you adjust better and you learn as you go.

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