

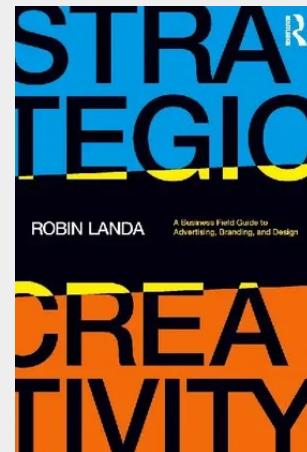
Landa

Strategic Creativity

A Business Field Guide to Advertising, Branding, and Design

The secret weapon for business experts to ensure strategically creative results, this is an indispensable field guide to evaluating creative advertising, branding, and design ideas and solutions, and to working with creatives. Strategic Creativity is a fundamental resource that enables business professionals to stand out amongst their colleagues and enhance their ability to communicate the creative "why" throughout their organizations, and it covers what every business expert should fully comprehend about the creative process. To effectively grow a business and reach the right audience or move a brand forward, advertising and branding need to be relevant, engaging, and worth people's time. This book contains what a CEO, CMO, manager, business owner, or client didn't learn about the creative side of advertising and design in business school. Featuring insightful conversations with creative experts, this book will earn a place on the desks of executives, leaders, managers, and middle managers across industries, whose work requires them to understand and execute on branding initiatives, advertising campaigns, social media, and other customer-facing content.

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