

# **The Brains Behind Great Ad Campaigns: Creative Collaboration Between Copywriters And Art Directors By Margo Berman, Robyn Blakeman**

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**emotional or rational? the determination of the influence of** - As a research result, the model of the influence of advertising appeal on advertising effectiveness is elaborated. The Brains Behind Great Ad Campaigns: Creative Collaboration between Copywriters and Art Directors.

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**marketing archives - copywriterbooks.com** - Marketing Books For Copywriters – From Conventional to Unusual Moi Ali is director of The Pink Anglia Public Relations Company and is a member of edition teaches the art of writing great copy for digital media, branding, advertising, direct The Brains Behind Great Ad Campaigns: Creative Collaboration between

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**the copywriter's toolkit - the complete guide to strategic advertising** - The Copywriter's Toolkit - The Complete Guide to Strategic Advertising Copy (2010) and co-author (with Robyn Blakeman) of The Brains Behind Great Ad Campaigns: Creative Collaboration between Copywriters and Art Directors (2009).

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