

<<与机构共事>>

图书基本信息

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内容概要

Change is afoot in the nature of the relationships between creative agencies and their clients. On one hand, clients are becoming more experienced and demanding; on the other agencies are increasingly polarized between the big consolidated groups and smaller independents. Yet as more organizations than ever seek like – minded business partners and more agencies throw off the historic mantle of creative aloofness, so a new potential for collaboration between them grows. Working with Agencies has been written for marketers in client organizations who want to refine their skills in the key areas of selecting an agency, briefing creative work, creative evaluation and developing campaigns together. Mike Sims explores the partnership from both sides, stressing that even the most creative products require a logical approach to communication, and shows how clients can ensure that their relationships deliver synergy, campaign efficiencies and a strong market presence. In a new landscape the basics of productive cooperation remain: knowledge, trust and a sense of collaborative adventure. This book reveals the inside secrets of how to achieve all three in your own agency relationships – and reap the rewards.

书籍目录

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