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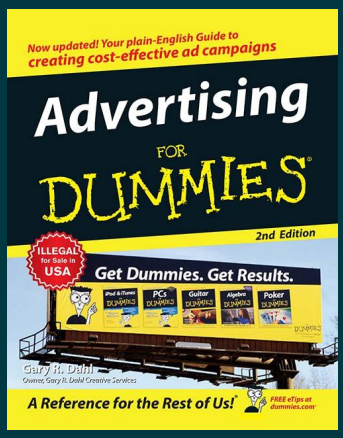

Advertising For Dummies, 2ed

By Gary R. Dahl

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Description

So, you need to create an advertising campaign that brings in more customers, adds more dollars to your bottom line, and validates all the reasons you went into business in the first place. But how can you make your ad look and sound like champagne if your budget can only afford beer? Are you wasting your time trying to sell ice to an Eskimo?

About the Author

Gary R. Dahl

Gary Dahl is an award-winning copywriter, creative director, and advertising agency owner in California's Silicon Valley. He is also the creator of the sensational Pet Rock.

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