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The Advertising Creative: Strategy, Copy, and Design book is a textbook. However, anyone who owns a small business, or who is in marketing will find this book useful. The book is now in its 5th edition, and that is because it is so useful. It has many great ideas that one will find useful for their business.

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Since its original release in 1992, this book has been revamped several times and is now available as a 3rd edition publication. However, not much has changed, and the same principles hold true.