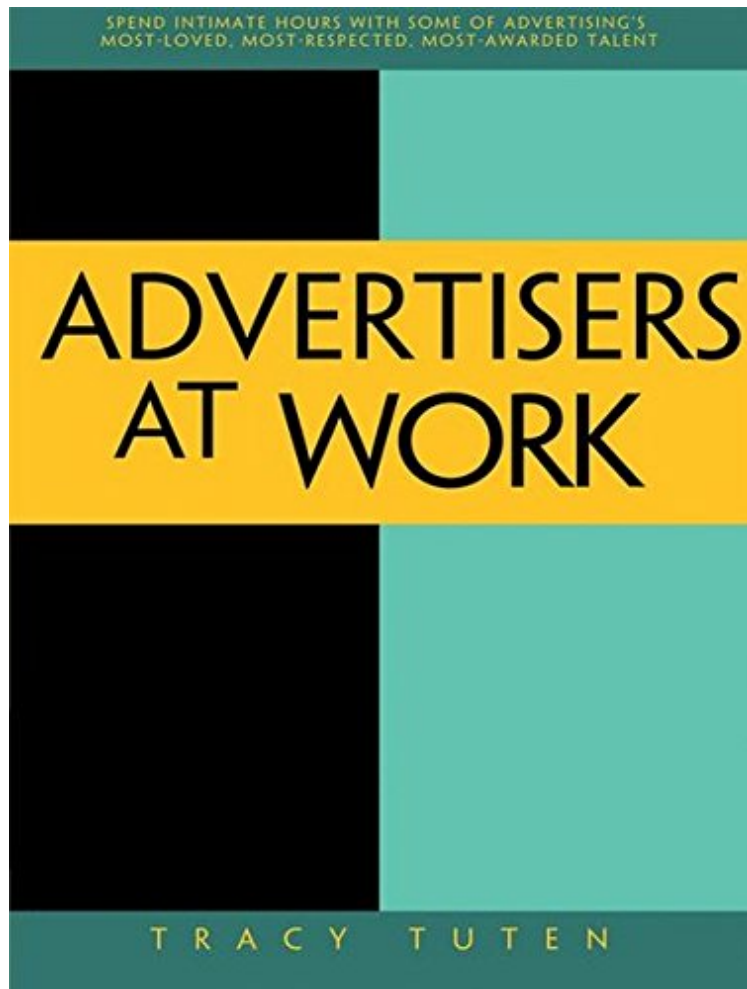


## Advertisers at Work

Tracy Tuten

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#3563095 in Books Apress 2012-06-19 2012-06-19Original language:EnglishPDF # 1 9.00 x .70 x 6.00l, 1.00 #File Name: 1430238283308 pages | File size: 22.Mb

**Tracy Tuten : Advertisers at Work** before purchasing it in order to gage whether or not it would be worth my time, and all praised Advertisers at Work:

0 of 0 people found the following review helpful. Ad Geeks Unite!By Steven S. SwansonSo, Ad Geeks, unite, this book is for you. Gives you historical and current prospect about this great biz. Well worth the read.0 of 0 people found the following review helpful. Great insights into the world of marketingBy Aaron AhoDr. Tracy Tuten is a professor of marketing and social media with East Carolina University. In this book she interviews eighteen highly influential people in marketing, digging into their reasons for going into marketing, their thoughts on where marketing is currently and where it is going, and what drives them every day. The interviewees range from owners of private agencies, chief strategy officers, chief creative officers, and managers and presidents within some of the greatest and best marketing agencies out there.This book gives you a glimpse into the world of the minds behind some of the

greatest marketing over the last 30 years. Through her interview technique, Dr. Tuten allows the interviewees to share their stories, reminisce on past campaigns and fellow employees, talk about the work environment, and give insights into where they would like to see marketing go in the future. Some of the interviewees are just beginning very promising careers, while others are coming to the end of great careers, but all share a few similar traits and desires. One theme that comes through in all the interviews is the great passion they hold for the work. Each expresses the fact that marketing is hard work, and at times discouraging, yet they all love what they do. Another theme is their desire to produce great work and their frustration when that isn't possible. Many of the interviewees believe great work pushes the envelope and is risky, but that is where good work becomes great work. Finally, the interviewees shared how every day in marketing is different. It's a fast-paced, ever-changing job because the job requires so many different skill sets and because the industry is changing so quickly. I have a hard time keeping my attention on any kind of textbook. As an MBA student who is focusing on marketing I've read a few marketing books. This book was actually interesting to read. The interview style and ever-changing topics kept my interest remarkable well. It was like listening to a conversation more than reading a textbook. In addition, this book has given me a great understanding of what a career in marketing truly can be. It's insightful and encouraging, yet honest about the hardships and struggles of the industry.

0 of 0 people found the following review helpful. insightful read from a valuable perspective  
 By E. Gantt  
 In searching for my own place in the marketing advertising world, I found this book to be very inspiring. Reading it from the interview perspective really captures the personalities of these advertising greats. My favorite part of each interview was reading about the "day in the life" of each person. If you are curious as to what the advertising world is really about or you live it daily - you will learn a lot just reading what different people in the broad range of ad jobs do for a living. I was inspired by their stories of never giving up, finding their place in the industry, what made them want to do what they do, how they juggle family time and so much more. A wonderful insightful experience ... an intriguing and capturing read... and by the way Susan Credle, the Mayhem commercials are my favorite!

Conversations with some of the sharpest minds in advertising lead the reader gently into the heart of the business. A great read whether you're starting out in advertising or simply want to pick up some tips from the greats. Mark Tungate, author of *Adland: A Global History of Advertising and Branded Beauty: How Marketing Changed the Way We Look* In *Advertisers at Work*, Tracy Tuten conducts interviews with some of the ad world's biggest players. The interviews ranging from advertising legend Mike Hughes to leaders of the next generation like David Oakley and Susan Credle reveal much about the nature of creativity and why we all respond to certain ads either with a laugh or a purchase. Tuten's skillful questions also highlight how these men and women learned the craft, found mentors, and landed jobs doing things they 'didn't know you could get paid to do.' They talk about successes and failures, their hopes and dreams, and the direction of the industry as we move into the age of social and branded media. If you are in the field of advertising or one of those people who often say, 'Hey, did you see that commercial . . .', you'll find *Advertisers at Work* a valuable addition to your bookshelf. John Sweeney, Distinguished Professor, School of Journalism University of North Carolina, Chapel Hill; Former Associate Creative Director, Foote, Cone & Belding In *Advertisers at Work*, readers will gain insights from the most interesting people working in the field of advertising today, told in their own words. Guided by interviewer Dr. Tracy Tuten, 18 advertising leaders share their favorite stories, debunk the myths of advertising, make predictions on the industry's future, pay homage to the lions of the past, and offer insights into what it takes to win in the ad game today. Each chapter is devoted to one advertising executive, showcasing that person's unique vision and perspective into the world of advertising. Who are these leaders? Talent, perseverance, creativity, and pure grit set these people apart and that's where their similarities end. With a mix of senior contributors and up-and-coming talent representing the creative crafts, media, planning, and account services from a variety of agencies and locales, this book pulls back the curtain and invites readers to live each leader's experiences up close. They'll learn from the advertisers at work. Every interview shows how advertising leaders have an impact on a day-to-day basis: charting strategy, making effective pitches, managing clients and key partners, calling in the creative muse, reading the public's mood, developing the right mix of media to launch a campaign, or pouncing on opportunities the rest of us can't see. This book: Shares the untold stories of senior executives and rising stars in advertising Demystifies the craft of advertising from the perspectives of creatives, media strategists, planners, and account executives Provides insights, strategies, and tactics readers can put to work immediately Offers predictions on the rapidly changing advertising landscape

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**About the Author** Dr. Tracy Tuten is an associate professor of marketing at East Carolina University, where she teaches advertising and social media marketing. Tuten is the author of *Advertising 2.0: Social Media Marketing in a Web 2.0 World* and coauthor of the textbook *Social Media Marketing*. Frequently quoted in the press, including in *The*

New York Times, Brandweek, and the Washington Post, she is a leading contributor to industry views on branding. An award-winning scholar, her research has appeared in such journals as Psychology Marketing, and the Journal of Business Research, among others.