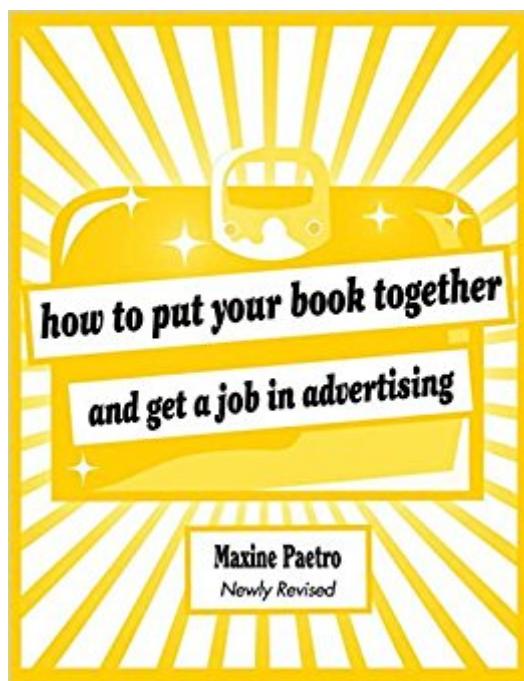


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# How To Put Your Book Together And Get A Job In Advertising (Newly Revised Edition)



## Synopsis

In print for over thirty years, the advertising industry bible and ultimate insider's guide to getting in and getting noticed. Praised as the "essential," "award-winning advertising career classic," here is the industry standard that all aspiring creatives turn to for brutally honest—and often droll—career advice, now fully updated to reflect what most impresses today's top firms. This is the unequivocal go-to source for anyone looking to break into the business. Originally published under the title *The Copy Workshop*. Contributors include: David Baldwin, Tom Cuniff, Greg DiNoto, Jim Durfee, Doreen Dvorin, Heidi Ehlers, Jeffrey Epstein, George Felton, Jack Foster, Cliff Freeman, Roz Goldfarb, Jeff Goodby, Dean Hacohen, Charles Hall, Jhames Holley, Lee Kovel, Leora Mechanic, Deborah Morrison, Jim Mountjoy, James Patterson, Robin Raj, Amy Krouse Rosenthal, Helen Klein Ross, Ron Seichrist, Susan Spiegel Solovay, Helayne Spivak, Luke Sullivan, Eric Weber. From the Introduction: Although media are changing at the speed of light, the basics of advertising, speculative ads, and the job-getting process haven't changed. The information in this spanking-new revision concerns first-year issues.\* In Part I, I define concepts and campaigns for those who have just begun to ask what this portfolio thing is all about. And there are new questions and answers that I hope will help those about to graduate, those who are about to enter or have already entered the tougher-than-ever entry-level job competition....\* Part II addresses all aspects of getting a job, from resumes, cover letters, and business cards to interview etiquette and follow-up.\* As I've done since the first edition of this book, I've invited creative heads of some of the top agencies around, headhunters, creative managers, and junior creative people to write essays and supplement the text of this book with their comments, their stories, and examples from their portfolios. The contributions of these generous people are of enormous value and make up Part III, "A Little Help from Some Friends." 50 illustrations

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## Customer Reviews

Ã¢ "Buy this book. The latest edition of Maxine PaetroÃ¢ "s up-to-the-minute go-to source remains a classic, and still the only book that dares to tell the whole gory truth about how to get into advertising.Ã¢ - James Patterson, Former Chairman, JWT North America Worldwide Creative Business Director, and best-selling authorÃ¢ "If you are trying to break into the ad business, read this book. ItÃ¢ "s like having a really smart guardian angel whisper all the right things to you. Things that will not only make your book better, but your interview better, your search better, you better.Ã¢ - Luke Sullivan, author of Hey Whipple, Squeeze This: A Guide To Creating Great AdvertisingÃ¢ "MaxineÃ¢ "s book was my bible and helped me land my first job in advertising. I owe where I am in large part to her.Ã¢ - Jim Hord, Creative Director at R/GAÃ¢ "I recommend the book to every young creative person (and some old ones) who I talk to. I tell them read the book, get a copy of the Communication Arts Annual, and if they still think itÃ¢ "s something they want to do, IÃ¢ "ll help them in any way I can. I have probably sold a couple of hundred copies over the years and given away dozens.Ã¢ - Mike Malone, Creative Director at The Richards GroupÃ¢ "Max has always had a way with words, and with this revision to her timeless Ã¢ "Eœhow toÃ¢ "s guide, she hasnÃ¢ "t lost her touch. This book is a great example of news you can use. It is also an example of common sense that, unfortunately, is not always common practice. Write on, Max!Ã¢ - Michael Donahue, Executive Vice President, American Association of Advertising Agencies (AAAA)

Maxine Paetro is a former advertising executive and the author of nine #1 bestsellers with James Patterson. She lives in New York City.

Great information- well written so even an outsider like me can understand. This book was recommended to me by a friend- glad I took his advice!

I am now a copywriter in a London advertising agency. Three years ago, all I knew was that I vaguely wanted to get into advertising. I kept dipping into this book for both inspiration and practical

advice throughout my job search, and everything in it was a great help. Unlike many others, it doesn't try to teach everything about the advertising business, just the nuts and bolts for an aspiring creative: what a creative director is looking for in a portfolio, and how to go about getting it. It won't teach you to be a brilliant creative thinker (you've got it or you haven't) but it will show you how to pin down your ideas into a format creative directors want to see. Plus masses of inspiration come from mini-essays by different creatives in different agencies. I hope the new edition spreads the word to the whole new generation of creatives (snapping at my heels!). Thanks Maxine, you changed my life!

I bought this book in the mid-80s when I was a fledgling copywriter in New York City. It was helpful in focusing on what was important in putting my book together. But not everything in this book is a hard-and-fast fact. For example, in the author's opinion, it is okay to simply have stick figures for your visuals. But every ad person I talked with said this thinking was completely wrong. The truth is, you need to have as professional-looking a book as possible, which means you need to hire, at the very least, a professional art director to draw your visual for you. Better yet, get some photos for your ad if that is what is meant to be there. Competition for jobs is just so fierce, you need to do whatever you can to package yourself ahead of the next guy. Great ideas are not enough anymore; they need to look great, too. In the end, I was always given the "great book, no jobs" refrain. After three years of pounding the streets of NYC, I never got a job. There was even an ringing endorsement from a New York creative director on the back cover which read "I will give anyone who follows this book's advice an automatic interview!" I never even got a return phone call from the guy. I would recommend this book to a beginner, but with the caveat that the ideas inside are just one person's opinion, and should not be considered gospel.

Simply stated, "How to Put Your Book Together and Get a Job in Advertising" is a 'must have' for any who would break into the ad business. It is a classic and tells the entire reality of the business and how to break into it. Yes, it's been in print for over thirty years - and remains the industry 'bible' and go-to reference, packed with details fully updated to reflect top firm operations in modern times. From editing copy to the odds of employment, this is a fine winner!

Let me start off by saying that I have not read this book. I saw it advertised somewhere and was struck by the fact that after having worked in advertising for ten years, I'd never heard of the author. I did a little research and found that that was due to the fact that she had not worked in advertising

since 1987 (that would be pre-internet). Of the people she sites as contributors, almost none of them are currently working, or if they are, they aren't working at hot shops. Putting your portfolio together is the most important step toward getting a job in advertising, actually, it's the only step toward getting a job. So make sure you get the best advice possible - the most up-to-date advice - and get it from someone who is working someplace you would want to work.

A few years ago, as a college student, I had the opportunity of hearing a speaker who got his start as a copywriter at Ogilvy & Mather. While speaking, and in private group sessions, he disclosed that before going into advertising, he had just gotten his degree in Political Science, a subject totally unrelated to the fast-paced, crazy-creative, lucrative world of advertising. He bought this book, followed it to a T, built his portfolio, and was able to bluff his way into his first job in NYC. He impressed me so much, that I've been looking for this book ever since. I'm so glad that I was able to find it, (still in print, thank goodness) and am anxiously waiting for its delivery. As of December 2000, I have my degree in advertising, but I wasn't prepared for the angst of breaking into the business, and I was given so little guidance in preparing a 'book'. I think this book is really going to help.

Who better to give advice on getting a job in advertising than someone who's been doing the hiring for some of the world's finest agencies in New York? But this book is more than a bible to those looking to join the game, it's the Cliff's notes to your future in advertising. Even better, it's simply a fun book.

You know those rare books that you read that actually change you, and the way you think, and you're never the same because it helps you grow and improve and gives you insight to a whole new way of "being" . . . well, this is one of those books.

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