



Creating Brand Loyalty

Richard D. Czerniawski, Michael W. Maloney

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The vast majority of ads are mediocre -- but don't blame it on your ad agency. Blame it on yourself. This is the eye-opening advice of advertising experts Czerniawski and Maloney. They explain that most ad and marketing managers don't understand their own responsibilities in the ad creation process -- or how to marriage the delicate relationship with their agency.

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