



Advertising for Account Holders (RLE Marketing) (Routledge Library Editions: Marketing)

Nigel Linacre

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The account handler is a key person within an advertising agency, liaising between the client on the outside and the planning, creative and media function within. This book presents essential checklists for each aspect of the planner's role: presentations made to clients, briefing creative and media teams, and helping to get the best out of both client and agency.

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