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Lire des ebooks La Boîte à outils de la publicité Servanne Barre & Anne-Marie Gayrard-Carrera PDF, ePub, mobi, En pleine période de profondes mutations dans le monde des agences du publicité, cette boîte à outils présente les différents aspects de l'activité d'un responsable de publicité. De l'appropriation du brief annonceur jusqu'à la mesure de l'efficacité publicitaire, en passant par les cibles et les compétitions d'agences. Une large place sera faite aux aspects stratégiques et aux opportunités qu'apportent le digital. Le travail autour de la création publicitaire est toujours présent, mais les responsables en charge des messages doivent les penser pour tous les supports : médias et hors-médias.

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