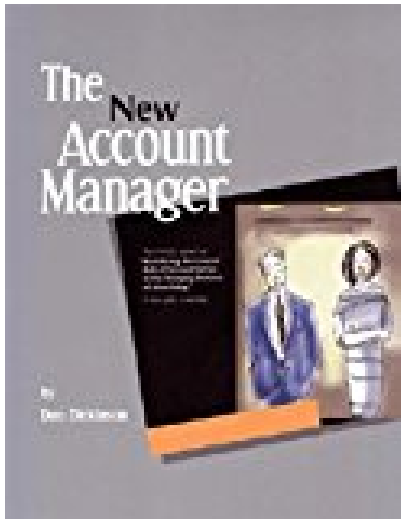


The New Account Manager The Copy Workshop



BOOK DETAILS

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BOOK SYNOPSIS

Advertising has evolved into a broader stage of Integrated Marketing Communications (IMC) with the mainstreaming of many specialized disciplines, such as PR, Sales Promotion, Interactive Media, and many others. In each of these specialties, account management has an important role to fill. The Second Edition of The New Account Manager explores specialized agencies in terms of the services they provide, their structure and operation, their unique account management challenges, and important things to know when seeking an account management position with one of these unique firms.

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