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After 20 years in advertising, he is now a full-time author. His Cutting Edge books have become definitive advertising reference works and international bestsellers. In 2003, he received the Newsweek Lifetime Achievement Award from the Institute of Advertising, Singapore.

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Title: Cutting Edge
Advertising: How to
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Edition; Author(s): Jim
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December 2012;
Publisher(s): PH
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ISBN: 9780133412369

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Advertising, one of the world's leading creatives offers a step-by-step plan for creating outstanding 21st century print advertising. Along the way, he presents

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Now revised and
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How To Create
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~~BRUCE BILDSTEN,~~

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Advertising-Jim

Aitchison Quoting

liberally from several dozen of the advertising world's most acclaimed copywriters and art directors, Mr. Aitchison does a brilliant job of explaining how the best print advertising is developed. In the first few chapters he deals with the subject on

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something of a higher,
philosophical plane.

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is - a sharp effect or
quality. How to use
cutting edge in a
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~~Definition of Cutting~~

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Cutting Edge Advertising, Inc. is a full-line promotional products company established in 2004. The company was recently purchased by Denoyah Phillips who eagerly joins a wonderful team and is excited to help grow with Cutting Edge Advertising, Inc. With

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over 33 years of
experience in the
specialty advertising
industry, Doug Chisum,
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Cutting edge definition:
If you are at the cutting
edge of a particular field

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