



# The Future of Advertising

By Joe Cappo

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*Advertising Age* is the world's most widely read resource for advertising industry news, information, and analysis. McGraw-Hill's new *Advertising Age* series represents an exciting partnership that will--like the magazine itself--provide professionals with vital and usable information that is lively, informative, and indispensable.

**A celebrated ad veteran talks about where advertising is, where it is going--and how to take advantage of its many changes**

In *The Future of Advertising*, international ad industry thought leader Joe Cappo analyzes the factors reshaping today's advertising industry. Advertising and marketing professionals will get thought-provoking and valuable guidance on how to position themselves, their work, and their clients to meet consumer needs in the coming years.

In addition to Cappo's input, insight, and anecdotes, pieces from prominent agency heads, advertisers, brand managers, and creatives provide a 360-degree view of the state of advertising today. All readers will learn how to skillfully navigate fast-changing factors including:

- Changes in the long-entrenched commission system
- Consolidation of major agencies

- Internet and E-tailing initiatives

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## **The Future of Advertising By Joe Cappo Bibliography**

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### Editorial Review

From the Back Cover

#### **The shape of things to come--and how to stay ahead of the curve in a constantly changing market environment**

Advertising ain't what it used to be. Gone are the days of the 15 percent commission, the three martini lunch, and the guaranteed 100 million captive viewers tuning into "Bonanza" every Tuesday night at nine. Today it's all about digital this and virtual that, divide-and-conquer guerilla strategies, and a seemingly endless march of new media, new markets, and new stealth techniques for flying under consumers' radar.

Now [The Future of Advertising](#) helps you make sense of it all by giving you a 360-degree view of the state of advertising today and a provocative glimpse into the industry of tomorrow. Industry veteran Joe Cappo offers his priceless analysis of where we are, how we got here, and emerging trends to keep an eye on. You also hear from prominent agency heads, advertisers, brand managers, and creatives who provide their good-as-gold insights, opinions, and anecdotes.

But that's not all. [The Future of Advertising](#) also arms you with practical strategies for positioning yourself, your work, and your clients to meet the challenges of an ever-morphing market environment. You get an array of surprisingly straightforward solutions for staying ahead of the curve, including:

- Merging "above-the-line" advertising with "below-the-line" techniques
- Coordinating traditional advertising with online buying patterns
- Marketing youth-oriented products to an aging population
- Finding new places for old media
- And much more

### About the Author

**Joe Cappo** was involved in advertising for nearly forty years as journalist, executive, and critic and is now adjunct professor of advertising at DePaul University. He is the former publisher of [Advertising Age](#) and world president of the International Advertising Association

### Users Review

#### **From reader reviews:**

##### **Ellen Garcia:**

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