



How to do better creative work (Prentice Hall Business)

Steve Harrison

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Effective creative work is not a nice-to-have, it's a necessity - it's the only way you'll stand out in a fiercely competitive marketplace. Whether you're in digital, direct or advertising, the CEO of an agency or just starting out, *How to do better creative work* has been written for you. In fact, you'll see that everyone plays a crucial role in producing creative work that works: What it means to be creative, How to build a creative culture, How virtually all great work is underpinned by a simple problem/solution dynamic, How to use that dynamic to create your big marketing ideas, How to brief a creative team, How to use 'relevant abruption' to produce big creative ideas, How to simultaneously build a brand and get response, How to sell your work, How to run a creative department. All this is illustrated by some of the best advertising, direct and digital work ever produced, plus 12 case studies featuring ideas that have not only sold millions of pounds worth of products, but also won dozens of the world's most coveted awards. "Steve writes like he talks, with great intelligence, wisdom and common sense. He's one of the few people capable of looking at a notoriously self-obsessed industry and saying, "The Emperor has no clothes." And he's one of an even smaller number who can look at its problems and say, "here's how you fix it." Creative Work is as challenging as it is engaging. When I reached the end I felt like I wanted to continue the conversation, which is probably the highest compliment you can offer a book." - Jon Steel, author of *Truth, Lies & Advertising* and *Perfect Pitch*. "This is genuinely essential reading for anyone who wants to demystify the advertising creative process and vastly more entertaining than your average business book. Harrison's simple, commonsense approach makes you wonder why so many ad campaigns fail so spectacularly. Buy it, read it and learn from it!" - Larissa Vince, *Campaign* magazine. "This is a smart, straightforward and very special book. It affirmed so much I knew already, but my eyes were opened afresh to what is genuinely important about the work that we do. I came away with ten or twelve things I wanted to share with the rest of the team at glue and it also fortunately gave me some confidence that we're getting a lot of this right already." - Mark Cridge, CEO, glue London. "Steve is one of the dying breed of creative directors that clients crave. He tells it like it is and delivers. *How to do better creative work* is a refreshingly honest must-read for any client, suit or creative who want to cut through the bullshit and produce great creative work that does the job. Harrison has the right to say what he likes about the ad industry - and he does!" - Charlie Smith, Head of Brand Marketing, Vodafone UK. "This book isn't just about how clients can help get the best work from their agency. I loved the insight into the thinking that goes on before the creative idea is had and realise it applies to every business that takes a creative approach to problem solving." - Paul Ferraiolo, President, Rolls-Royce Motor Cars, North America. "If, one day, my son tells me that he wants to be part of this business, I will make sure that he reads Steve's book and, if possible, find a way for him to spend a couple of hours with Steve himself" - Pablo Alzugary, President, Shackleton Madrid.

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