



## The 7 Secrets of Creative Radio Advertising (Paperback)

By Tony Hertz

Panoma Press, United Kingdom, 2013. Paperback. Condition: New. Language: English . Brand New Book. Why you should read this book: because it s full of wisdom, experiences, examples and entertaining stories drawn from Tony Hertz s 40 years beyond-all reason passion for radio advertising. Including links to 25 of the best radio spots you ve ever heard. Because in today s visual/digital /online/mobile/social media/branded content consumed advertising business, radio remains a powerful and relevant way to reach millions of consumers all over the world. And Tony Hertz is uniquely qualified to give it the creative attention it deserves. Because whatever your role in the advertising process, the 7 Secrets will actually show you how to make better radio commercials. Even if 6 of them aren t actually Secrets. Because if you ve ever been in one of Tony s radio workshops, seminars or presentations, this is the book you would have bought afterwards anyway! Because it will make you want to sit down and write a great radio ad!.



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### Reviews

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