

**THE ART OF CLIENT SERVICE: 58 THINGS
EVERY ADVERTISING & MARKETING
PROFESSIONAL SHOULD KNOW, REVISED
AND UPDATED EDITION BY ROBERT
SOLOMO**

Copyrighted Material

**58 THINGS EVERY ADVERTISING & MARKETING
PROFESSIONAL SHOULD KNOW**

**THE ART
OF CLIENT
SERVICE**

REVISED AND UPDATED EDITION

ROBERT SOLOMON

FOREWORD BY DAVID VERKLIN, CEO, CARAT AMERICAS

Copyrighted Material

**DOWNLOAD EBOOK : THE ART OF CLIENT SERVICE: 58 THINGS EVERY
ADVERTISING & MARKETING PROFESSIONAL SHOULD KNOW, REVISED
AND UPDATED EDITION BY ROBERT SOLOMO PDF**



Copyrighted Material

**58 THINGS EVERY ADVERTISING & MARKETING
PROFESSIONAL SHOULD KNOW**

THE **ART** OF CLIENT SERVICE

REVISED AND UPDATED EDITION

ROBERT SOLOMON

FOREWORD BY DAVID VERKLIN, CEO, CARAT AMERICAS

Copyrighted Material

Click link bellow and free register to download ebook:

**THE ART OF CLIENT SERVICE: 58 THINGS EVERY ADVERTISING & MARKETING
PROFESSIONAL SHOULD KNOW, REVISED AND UPDATED EDITION BY ROBERT SOLOMO**

[DOWNLOAD FROM OUR ONLINE LIBRARY](#)

THE ART OF CLIENT SERVICE: 58 THINGS EVERY ADVERTISING & MARKETING PROFESSIONAL SHOULD KNOW, REVISED AND UPDATED EDITION BY ROBERT SOLOMO PDF

By downloading the on-line The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition By Robert Solomo publication here, you will certainly obtain some advantages not to opt for guide establishment. Simply link to the internet as well as start to download and install the page web link we discuss. Now, your The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition By Robert Solomo is ready to take pleasure in reading. This is your time and also your serenity to acquire all that you really want from this book The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition By Robert Solomo

Review

"A book about client service that is so practical it's almost embarrassing. Solomon offers unique perspectives that help clients, creatives, and, oh yeah, account people do their jobs better, resulting in more creative marketing." —Tom Monahan, President, Before & After, and author of The Do-it-Yourself Lobotomy

"It is said that great clients get great work, but it doesn't magically happen! Without great account people daily bridging the gap between client and agency demands, it's virtually impossible. This is a must read book for all who have chosen to engage in the fine art of serving clients - truly a fresh dose of account management inspiration!" —Karen M. Jones, Senior Vice President, Corporate and Marketing Communications, DHL Express

"With all the time and money it takes to win new business, professional services firms would be smarter to improve client service to retain more clients. Reading and practicing Robert Solomon's advice is guaranteed to help." —Joanne Davis, Joanne Davis Consulting

"As a career-long 'client,' I've been on a continuous search for the ideal agency account person. Robert Solomon...and students of his text...would clearly fit the bill. CMOs want insights, partnership, creative team leadership and results. The Art of Client Service teaches how to deliver them all." —Sara Lipson, Chief Customer Sciences Officer, Market & Business Intelligence TIAA-CREF

"This book is essential reading for anyone in the creative services profession. Marketing disciplines may change with the times, but the art of client service is timeless—and Robert has captured its essence." —Barry Wacksman, Executive Vice President, Chief Growth Officer R/GA

"In addition to sage, prescriptive advice, Robert demonstrates the importance of checking oneself with a

good, hard look in the mirror—to learn lessons, and strive for greatness in the craft of managing client relationships.” —Sarah Fay, President, Isobar U.S.

About the Author

Robert Solomon is one of America’s most knowledgeable and respected client service executives. A frequent speaker on account management, Robert runs Solomon Strategic, a firm he founded in 1999 to provide marketing counsel and executive coaching to advertising agencies, client companies, and individual marketing professionals. He has a long-standing affiliation with Gardner Nelson & Partners, where he helps create effective integrated advertising/direct/interactive campaigns. Robert previously was CEO of Rapp Collins New York, President of Direct and Interactive Marketing at Ammirati Puris Lintas, Managing Director of FCB Direct West, and Senior Vice President at Bronner Slosberg Associates (now Digitas). You can reach Robert at robert@solomonstrategic.com.

THE ART OF CLIENT SERVICE: 58 THINGS EVERY ADVERTISING & MARKETING PROFESSIONAL SHOULD KNOW, REVISED AND UPDATED EDITION BY ROBERT SOLOMO PDF

[Download: THE ART OF CLIENT SERVICE: 58 THINGS EVERY ADVERTISING & MARKETING PROFESSIONAL SHOULD KNOW, REVISED AND UPDATED EDITION BY ROBERT SOLOMO PDF](#)

The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition By Robert Solomo. Eventually, you will find a brand-new journey as well as expertise by investing more cash. However when? Do you think that you require to acquire those all demands when having significantly money? Why don't you aim to obtain something basic initially? That's something that will lead you to recognize more regarding the globe, journey, some locations, history, enjoyment, and much more? It is your very own time to proceed reviewing behavior. Among the publications you could take pleasure in now is *The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition By Robert Solomo* here.

Certainly, to improve your life quality, every e-book *The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition By Robert Solomo* will certainly have their particular lesson. However, having particular recognition will make you really feel more certain. When you feel something occur to your life, often, reviewing book *The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition By Robert Solomo* can assist you to make calm. Is that your real pastime? In some cases yes, but often will certainly be uncertain. Your selection to check out *The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition By Robert Solomo* as one of your reading books, could be your correct publication to read now.

This is not around just how much this book *The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition By Robert Solomo* expenses; it is not likewise regarding what sort of publication you actually love to read. It is regarding exactly what you could take and obtain from reading this *The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition By Robert Solomo* You can favor to decide on other book; but, it does not matter if you attempt to make this book *The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition By Robert Solomo* as your reading choice. You will certainly not regret it. This soft data publication [*The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition By Robert Solomo*](#) can be your buddy all the same.

THE ART OF CLIENT SERVICE: 58 THINGS EVERY ADVERTISING & MARKETING PROFESSIONAL SHOULD KNOW, REVISED AND UPDATED EDITION BY ROBERT SOLOMO PDF

If you work with clients in any industry, The Art of Client Service is for you. If you work in an advertising or marketing agency, then this book is indispensable.

Distilling decades of experience, advertising executive Robert Solomon has compiled the definitive resource for advertising and marketing account executives: a fast-reading, pocket-size, actionable checklist of 58 essential ideas to help client service professionals improve their account management strategy and skills.

Now fully updated and revised, The Art of Client Service is geared to the entire account team -- copy writers, art directors, and planners, researchers, media executives, support staff -- anyone who works with clients. With brevity, levity, and clarity, Solomon recounts both successes and failures, and uses them to formulate fast-reading, actionable tips, including:

- Know when to look it up; know when to make it up. (#7)
- What happens when I screw up? (#51)
- Respect what it takes to do great creative. (#19)
- In a high-tech world, be low-tech (#46)
- Be brief, be bright, be gone. (#31)
- How to write a letter of proposal (#44)
- The Zen of PowerPoint. (#45)

You'll also find new chapters on technology in advertising, the changing role of client service in an increasingly high-tech era, and an updated bibliography of essential reading.

- Sales Rank: #177287 in Books
- Published on: 2008-01-01
- Released on: 2008-01-01
- Original language: English
- Number of items: 1
- Dimensions: 7.37" h x .80" w x 5.00" l, .61 pounds
- Binding: Hardcover
- 208 pages

Review

"A book about client service that is so practical it's almost embarrassing. Solomon offers unique perspectives that help clients, creatives, and, oh yeah, account people do their jobs better, resulting in more creative marketing." —Tom Monahan, President, Before & After, and author of The Do-it-Yourself Lobotomy

“It is said that great clients get great work, but it doesn’t magically happen! Without great account people daily bridging the gap between client and agency demands, it’s virtually impossible. This is a must read book for all who have chosen to engage in the fine art of serving clients - truly a fresh dose of account management inspiration!” —Karen M. Jones, Senior Vice President, Corporate and Marketing Communications, DHL Express

“With all the time and money it takes to win new business, professional services firms would be smarter to improve client service to retain more clients. Reading and practicing Robert Solomon’s advice is guaranteed to help.” —Joanne Davis, Joanne Davis Consulting

“As a career-long ‘client,’ I’ve been on a continuous search for the ideal agency account person. Robert Solomon...and students of his text...would clearly fit the bill. CMOs want insights, partnership, creative team leadership and results. The Art of Client Service teaches how to deliver them all.” —Sara Lipson, Chief Customer Sciences Officer, Market & Business Intelligence TIAA-CREF

“This book is essential reading for anyone in the creative services profession. Marketing disciplines may change with the times, but the art of client service is timeless—and Robert has captured its essence.” —Barry Wacksman, Executive Vice President, Chief Growth Officer R/GA

“In addition to sage, prescriptive advice, Robert demonstrates the importance of checking oneself with a good, hard look in the mirror—to learn lessons, and strive for greatness in the craft of managing client relationships.” —Sarah Fay, President, Isobar U.S.

About the Author

Robert Solomon is one of America’s most knowledgeable and respected client service executives. A frequent speaker on account management, Robert runs Solomon Strategic, a firm he founded in 1999 to provide marketing counsel and executive coaching to advertising agencies, client companies, and individual marketing professionals. He has a long-standing affiliation with Gardner Nelson & Partners, where he helps create effective integrated advertising/direct/interactive campaigns. Robert previously was CEO of Rapp Collins New York, President of Direct and Interactive Marketing at Ammirati Puris Lintas, Managing Director of FCB Direct West, and Senior Vice President at Bronner Slosberg Associates (now Digitas). You can reach Robert at robert@solomonstrategic.com.

Most helpful customer reviews

1 of 1 people found the following review helpful.

Should be required reading for agency folk

By CJ

This book should be required reading for every agency account person. In fact, we made it just that at our agency. Every new account person now gets a copy and genuinely asked to read it. If everyone followed the advice in the book we’d all have a much easier time at work!

1 of 1 people found the following review helpful.

Five Stars

By Jennifer Nicole Crothers

Great book, great advice.

6 of 7 people found the following review helpful.

A must have for anyone in advertising!

By Morgan Chang

Of all the book on advertising I've read, this is by far my top pick. It's an easy read and extremely insightful. I started my career as an advertising recruiter and this book helped inspire me to make my move into an agency. The chapters are very well laid out, interspersed with humorous anecdotes and personal examples.

I would recommend this book to anyone remotely connected to the advertising industry and even those who are not, as its advice transcends the advertising world. For the aspiring advertising professional it will provide a comprehensive introduction to the business side of advertising and I believe even the most seasoned advertising executive would find this a delight to read.

I know I will continue to reference this book throughout the rest of my career. Don't forget to check out the reading list which includes both classics of advertising literature as well as the latest influential books!

See all 42 customer reviews...

THE ART OF CLIENT SERVICE: 58 THINGS EVERY ADVERTISING & MARKETING PROFESSIONAL SHOULD KNOW, REVISED AND UPDATED EDITION BY ROBERT SOLOMO PDF

By downloading this soft documents publication **The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition By Robert Solomo** in the on-line web link download, you remain in the very first action right to do. This site really offers you ease of how you can obtain the finest publication, from best vendor to the brand-new released publication. You can locate more publications in this site by seeing every web link that we offer. One of the collections, **The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition By Robert Solomo** is among the most effective collections to offer. So, the first you get it, the first you will get all good concerning this book **The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition By Robert Solomo**

Review

"A book about client service that is so practical it's almost embarrassing. Solomon offers unique perspectives that help clients, creatives, and, oh yeah, account people do their jobs better, resulting in more creative marketing." —Tom Monahan, President, Before & After, and author of *The Do-it-Yourself Lobotomy*

"It is said that great clients get great work, but it doesn't magically happen! Without great account people daily bridging the gap between client and agency demands, it's virtually impossible. This is a must read book for all who have chosen to engage in the fine art of serving clients - truly a fresh dose of account management inspiration!" —Karen M. Jones, Senior Vice President, Corporate and Marketing Communications, DHL Express

"With all the time and money it takes to win new business, professional services firms would be smarter to improve client service to retain more clients. Reading and practicing Robert Solomon's advice is guaranteed to help." —Joanne Davis, Joanne Davis Consulting

"As a career-long 'client,' I've been on a continuous search for the ideal agency account person. Robert Solomon...and students of his text...would clearly fit the bill. CMOs want insights, partnership, creative team leadership and results. *The Art of Client Service* teaches how to deliver them all." —Sara Lipson, Chief Customer Sciences Officer, Market & Business Intelligence TIAA-CREF

"This book is essential reading for anyone in the creative services profession. Marketing disciplines may change with the times, but the art of client service is timeless—and Robert has captured its essence." —Barry Wacksman, Executive Vice President, Chief Growth Officer R/GA

"In addition to sage, prescriptive advice, Robert demonstrates the importance of checking oneself with a good, hard look in the mirror—to learn lessons, and strive for greatness in the craft of managing client relationships." —Sarah Fay, President, Isobar U.S.

About the Author

Robert Solomon is one of America's most knowledgeable and respected client service executives. A frequent speaker on account management, Robert runs Solomon Strategic, a firm he founded in 1999 to provide marketing counsel and executive coaching to advertising agencies, client companies, and individual marketing professionals. He has a long-standing affiliation with Gardner Nelson & Partners, where he helps create effective integrated advertising/direct/interactive campaigns. Robert previously was CEO of Rapp Collins New York, President of Direct and Interactive Marketing at Ammirati Puris Lintas, Managing Director of FCB Direct West, and Senior Vice President at Bronner Slosberg Associates (now Digitas). You can reach Robert at robert@solomonstrategic.com.

By downloading the on-line *The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition* By Robert Solomo publication here, you will certainly obtain some advantages not to opt for guide establishment. Simply link to the internet as well as start to download and install the page web link we discuss. Now, your *The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition* By Robert Solomo is ready to take pleasure in reading. This is your time and also your serenity to acquire all that you really want from this book *The Art Of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised And Updated Edition* By Robert Solomo