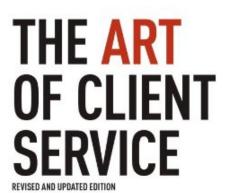
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ROBERT SOLOMON
FOREWORD BY DAVID VERKLIN, CEO, CARAT AMERICAS

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Review

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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.

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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.

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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!

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