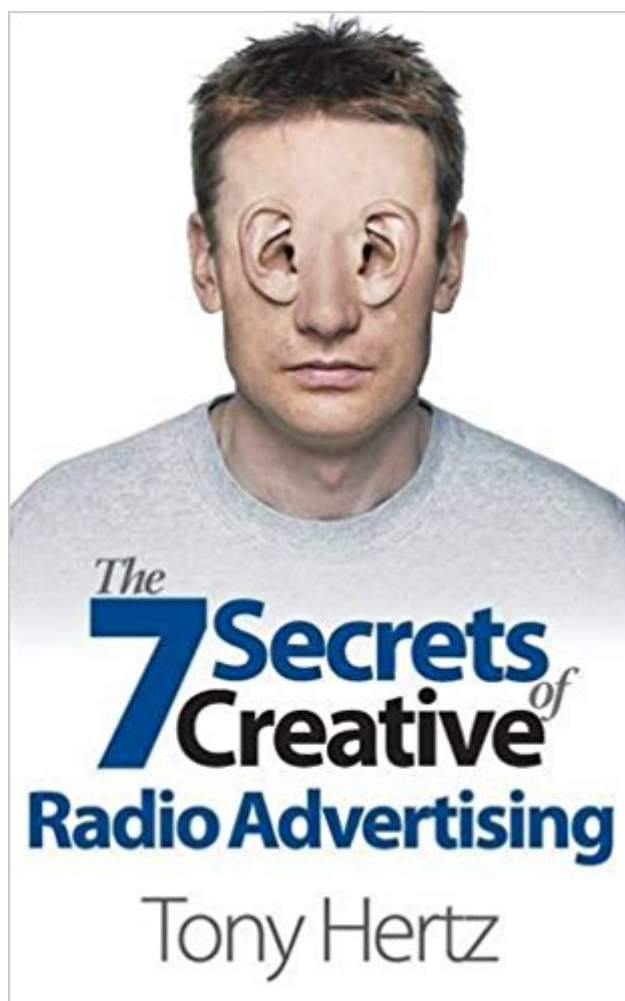


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# The 7 Secrets Of Creative Radio Advertising



## Synopsis

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!

## Book Information

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## Customer Reviews

Tony Hertz has a passion for radio spanning 40 years, 3 continents, and careers as agency copywriter and International CD in New York, London, Tokyo, Brussels, and running his own highly awarded radio specialist companies. His acclaimed creative seminars and workshops have inspired audiences in 36 countries and have been featured at the world's major advertising festivals. He's been on the Cannes Lions radio jury and remains the world's only winner of both Yellow and Black D&AD Radio Pencils.

I am an executive sales rep with a local radio station and this book has provided useful practical

information to increase sales.

Great advise from a seasoned radio expert. Great stuff.

I really enjoyed reading this book - though the advice is particularly relevant for radio, the overall lessons are valuable for any kind of marketing campaign. The case examples are relevant and funny, with easy to follow links for hearing the actual creatives online.

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