

# contents

<i>preface</i>	<i>vii</i>
<b>chapter 1</b>	
how it all began	1
<b>chapter 2</b>	
conventional advertising and advertising agencies	25
<b>chapter 3</b>	
the new advertising agency—the stress is on client servicing	44
<b>chapter 4</b>	
on to copy, folks!	67
<b>chapter 5</b>	
the craft of advertising copywriting	83
<b>chapter 6</b>	
writing for radio, television and film	118
<b>chapter 7</b>	
advertising in the ICT age: the future	146
<i>bibliography</i>	<i>159</i>
<i>glossary of terms in advertising</i>	<i>161</i>
<i>index</i>	<i>198</i>