



## Working With Agencies - An Insider's Guide

By SIMS, Michael

U.S / John Wiley & Sons, 2005. Hardcover. Condition: New. Working with Agencies has been written for marketers and those involved in purchasing in client organizations who want to refine their skills in the key areas of selecting an agency, briefing creative work, creative evaluation and developing campaigns together. This looks at the client/agency relationship is an area fraught with potential problems. Competition in the field has now augmented the necessity to understand the working relationship far more thoroughly to help the client to get better value from the agency. The demand has moved from the need for client satisfaction to the need for excellence when it comes to agency performance. Only by having a good relationship can a client get the best advertising. A 1st edition, with its dust-jacket, in new condition. (203 pages).

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