



# Advertising Basics!: A Resource Guide for Beginners (Response Books)

*J V Vilanilam, A K Varghese*

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**Advertising Basics!: A Resource Guide for Beginners (Response Books)** J V Vilanilam, A K Varghese  
**Advertising Basics!** is a one-stop resource for anyone who wishes to understand and unravel the exciting world of advertising. Beginning from the basics, the book uses a simple commonsense approach to explain everything one wants to know about advertising and how the industry works on a daily basis.

The book begins with a brief history which gives the reader an understanding of how advertising has evolved from the way it was practiced earlier in the teeming bazaars to its sophisticated and technologically advanced *avatar* today. The authors then discuss each aspect of the advertising industry in detail, giving pointers, suggestions and in-depth analysis of how things work in each department.

Some of the highlights of this text are:

- A holistic introduction which gives the reader a pan-industry perspective of advertising.
- The nitty-gritties of copywriting for the main media-newspapers, magazines, radio, film, television and the Internet.
- Detailed chapters on advertising agencies, client servicing and the creative aspects of advertising.
- Pointers on how to conduct an advertising campaign.
- Numerous advertisements which illustrate the theory and examples used in the book.
- Tips on how to select an advertising agency and in what circumstances the agency should be changed.
- A simple, approachable and anecdotal style of writing which the reader will enjoy.

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