



Casting for Big Ideas: A New Manifesto for Agency Managers (Adweek Magazine Series)

Andrew Jaffe

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In *Casting for Big Ideas*, Andrew Jaffe, industry veteran and Director of the Clio Awards, details important lessons on the management and growth of advertising agencies. He shows how the forty-year-old agency business model is breaking down because the work is becoming marginalized, as clients cut back ad budgets and hire outside marketing services and strategy firms. If agencies are to survive, Jaffe says, they must become idea-focused again and, instead of just making ads, master the art of devising the kind of non-advertising-type promotions that more quickly move a brand into the culture. Based on his long experience in the advertising industry, Jaffe offers practical advice and important lessons for agency heads who want their businesses to stand the test of time. This one-of-a-kind resource covers a subject often ignored—the business side of running an ad agency.

Andrew Jaffe (New Canaan, CT) is the founding Publishing Director of Wiley's Adweek and Brandweek books imprints. He is also the Executive Director of the Clio Awards, one of the largest and most famous advertising awards programs in the world, with over 18,000 pieces submitted from agencies and production facilities in fifty-nine countries.

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