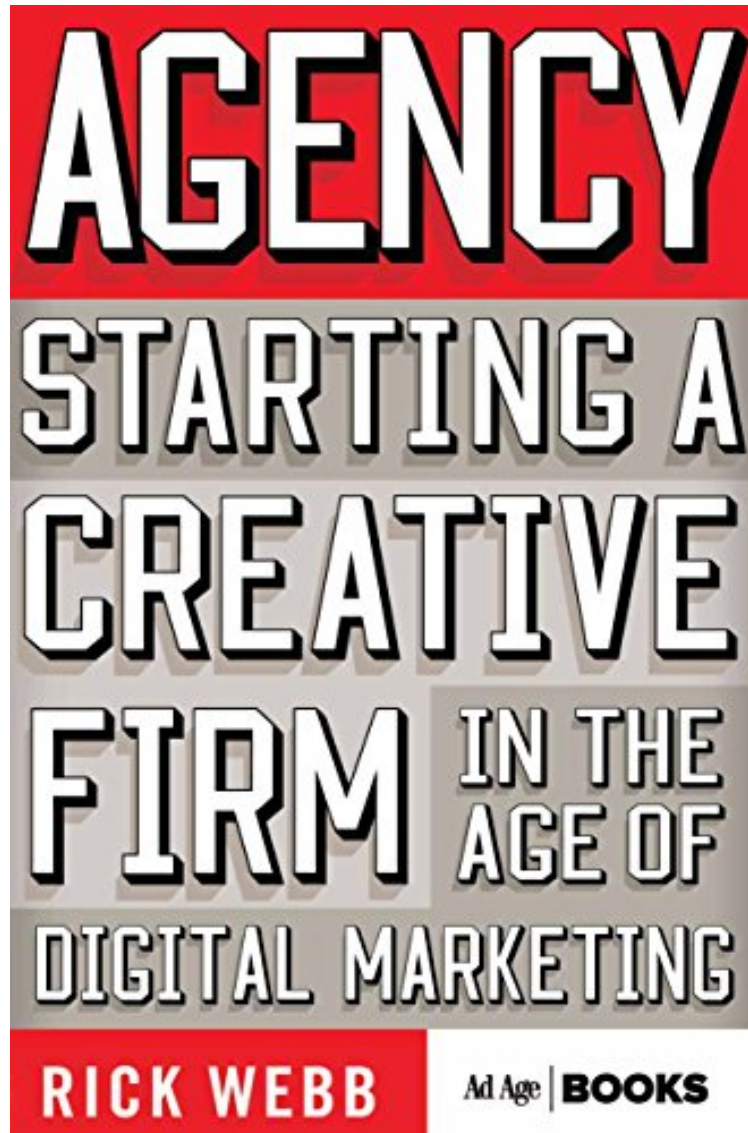


[Free pdf] Agency: Starting a Creative Firm in the Age of Digital Marketing (Advertising Age)

## Agency: Starting a Creative Firm in the Age of Digital Marketing (Advertising Age)

R. Webb

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**R. Webb : Agency: Starting a Creative Firm in the Age of Digital Marketing (Advertising Age)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Agency: Starting a Creative Firm in the Age of Digital Marketing (Advertising Age):

7 of 7 people found the following review helpful. A good beginning. By Rene Alvarez It tempts you with an intriguing/informative headline then delivers the mundane. Would have liked to see more applicable advice on managing teams, projects and clients. Templates were nice, but why use them when so many digital tools cover those

bases? Overall, it is a good memoir of an advertising man, but we need more in the scope of actually creating and managing an agency. 12 of 13 people found the following review helpful. This is the Digital Age's Ogilvy on Advertising. By T. Brunelle Rick Webb takes us through the nooks and crannies of starting, nurturing, growing and selling a modern marketing agency. This book covers 10 years of authentic experience - pulling few punches. I wish I had been able to read Agency before launching my own. Rick begins and ends with culture. I think his definition and process is very astute. You could profit just from that section of this book alone. But he goes deep, into all of the banal aspects of running a digital marketing firm, without making the reading dull. He demonstrates how culture influences accounting, promotions, scoping - and provides a blueprint for each step in defining and growing a successful firm. If you're thinking about starting a shop, read this first. If you're already underway, read this and you'll find many hints, insights and stories to benefit from. They'll be assigning this book in advertising, marketing and entrepreneurial studies classes because it's well written, honest and useful. 0 of 0 people found the following review helpful. Four Stars By Customer very interesting and informative book. Print kinda small but I am enjoying the book.

This book is for young startups and entrepreneurs in the advertising, marketing, and digital services space. It's an A-to-Z guide for young advertising firms, full of advice that ranges from getting funding to how to value the company and sell it to how to hire your first employee.

"Agency is full of incredibly valuable insights and advice for startups of all kinds, delivered with candor, humor, and wisdom." - Allison Arden, VP Publisher, Advertising Age, and author of The Book of Doing "This is not just a book. It's the playbook I wish I had when I started my company. It's the motivating nudge that recharges my reserves of inspiration. It's the real talk, often humorously delivered, that so many of us creative entrepreneurs need. Thank you, Rick, for the best PSA I've ever encountered." - Baratunde Thurston, CEO and Co-Founder, Cultivated Wit and Co-host, TakePart Live on Pivot TV "Rick Webb has written the ultimate keep-it-in-the-top-drawer-of-your-desk, straight-talking, 'every single thing you could possibly want to know' guide to starting, running, growing, and selling your own creative agency. It doesn't get any more helpful, practical and down-to-earth than this. Rick's delivers actionable pragmatism while also challenging readers to think differently about the business they do. As the saying goes, you need to know the rules to break them. I hope Rick's highly enjoyable read inspires as many people as possible to do their own thing in our industry, in a way that changes it for the better for everyone." - Cindy Gallop, Founder and CEO, IfWeRanTheWorld/MakeLoveNotPorn "Since Confessions of an Advertising Man was first published, it has been considered the definitive book on advertising. Now at last there's a book for the digital age to challenge it. Rick Webb's Agency is the book David Ogilvy might have written if he were alive today. It's a must read for anyone who is a practitioner or student of marketing communications." - Rick Boyko, Former Co-President/CCO Ogilvy North America, Director, VCU Brandcenter "Agency should be required reading for everyone in the business of helping clients achieve their goals with words, pictures, and ideas. Rick Webb is a font of practical advice based on his experience founding and growing one of the most successful next generation agencies around. Whether you're just starting out or trying to drag your old school shop into the 21st Century, this is the book for you." - Steve Hayden, Vice Chairman and Former Chief Creative Officer, Ogilvy Mather Worldwide About the Author Rick Webb currently serves as a venture partner at Quotidian Ventures, Head of People Operations at marketing software startup Percolate, and as the Founder and CEO of Secret Clubhouse. In 2001, Webb co-founded The Barbarian Group, an award-winning digital ad agency. He served as its COO for the first ten years of the company's existence. Webb is a writer and an avid blogger on technology, advertising, economics, politics, and the government.