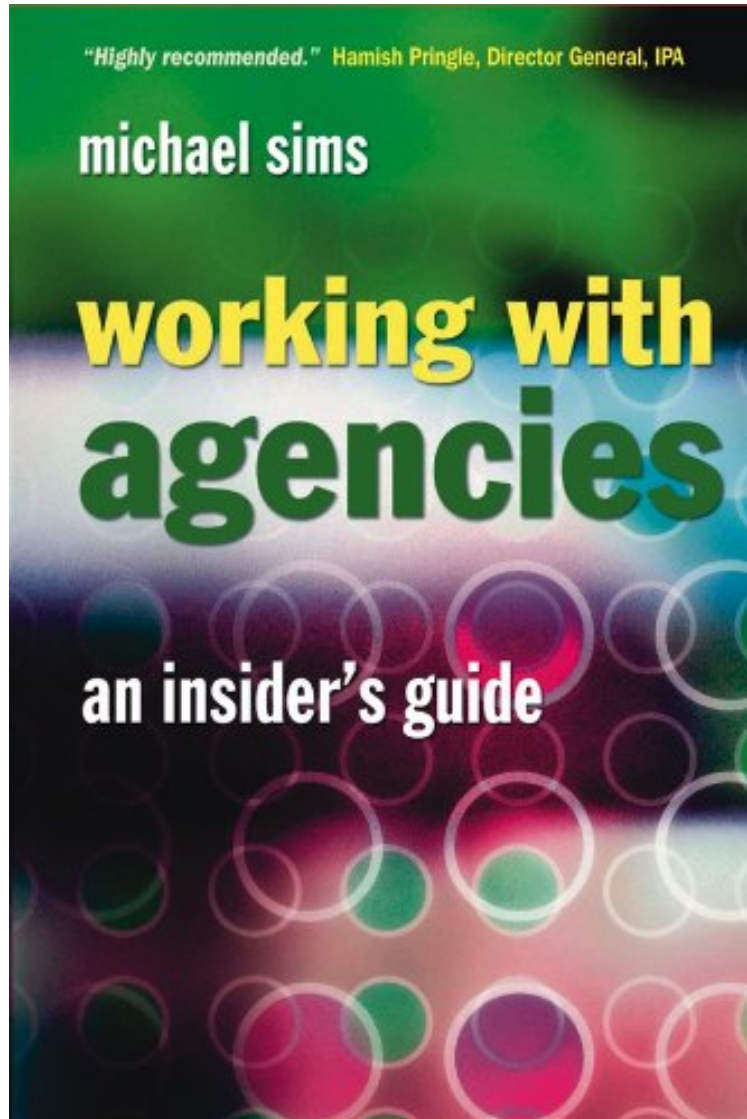


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Working With Agencies: An Insider's Guide

Michael Sims

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Michael Sims : Working With Agencies: An Insider's Guide before purchasing it in order to gage whether or not it would be worth my time, and all praised Working With Agencies: An Insider's Guide:

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 (and the same applies to

both sides of the equation). A good relationship rests on a raft of elements, all of which are covered in this book.