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Full Title: Advertising Account Planning: Planning and Managing an IMC Campaign; Edition: 3rd edition; ISBN-13: 978-0765640369; Format: Paperback/softback; Publisher: Routledge (9/17/2014) Copyright: 2015; Dimensions: 5.9 x 8.7 x 0.7 inches; Weight: < 1 lb

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Account planning is an advertising agency department and works alongside client facing managers (account management), buying advertising (media), and creating advertising (creative). Around the 1980s US ad agencies introduced a new discipline from the UK called account planning which became a primary function in most US ad agencies in the 90s.

**Account planning - Wikipedia**  
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