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The Creative Process Illustrated by Glenn Griffin and Deborah Morrison, interview leading advertising executives to learn more about their processes. From these interviews a few insights emerge. The best advertisers start by questioning the client ' s brief, and working with the client as soon as possible.

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The creative process illustrated : how advertising's big ideas are born. [W Glenn Griffin; Deborah Morrison] -- Considering the scope and power of their influence in our culture, that's not such a crazy idea.

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