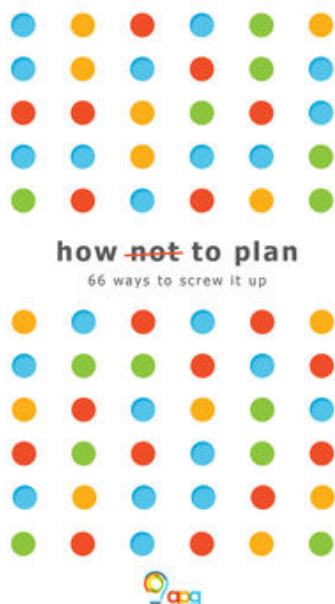


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In the sink or swim world of planners, strategists and their clients, now more than ever, there is a need for a practical handbook to guide us through all the main parts of the process. And thanks to Les Binet and Sarah Carter at Adam&eveDDB we now have just that. The original inspiration for the book was a set of articles that they wrote for Admap over 6 years. In these they set out to bust a lot of myths and nonsense that swirl around marketing and communications by using evidence-based approaches and interesting examples to make their points. We've been working with them to turn this treasure chest of wisdom into a practical guide. We've called it How Not To Plan in reference to its myth busting antecedents and in homage to an old but much loved set of essays published back in 1979 in an APG book called 'How to Plan Advertising'. The How Not to Plan of 2018 is a manageably sized handbook which leaves room for your scribbles and notes and can be read as a guide or used as a constant helpful reference point. It's loosely

based on the Planning Cycle and is grouped into themes that are important at different stages in the process, covering everything from how to set objectives, the 4 Ps, research and analysis, to briefing, creative work and media and effectiveness. At the end of each chapter you'll find a simple 2-minute check list for how to do it better, a short case study showing how it's done brilliantly, a space for your notes and further reading for the intellectually gifted...

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