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This book contains the best quotes about advertising. Creative without strategy is called 'art.' Creative with strategy is called 'advertising.' Jef I. Richards Transforming a brand into a socially responsible leader doesn't happen overnight by simply writing new marketing and advertising strategies. It takes effort to identify a vision that your customers will find credible and aligned with their values. Simon Mainwaring Good advertising does not just circulate information. It penetrates the public mind with desires and belief. Leo Burnett Advertising is the art of convincing people to spend money they don't have for something they don't need. Will Rogers I believe that life is hard. That we all are going to walk through things that are hard and challenging, and yet advertising wants us to believe that it's all easy. Jamie Lee Curtis Many a small thing has been made large by the right kind of advertising. Mark Twain



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