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## **About the Author**

Jörg Dietzel began his career in Advertising in 1990, after training as a newspaper and broadcast journalist in Bonn and London.

In 2002, he was headhunted by BBDO Asia Pacific for the position of Regional Business Development Director, and later became Multinational Client Management Director, Asia Pacific.

In this new role and in the buzz of Hong Kong, Jörg helped position the FedEx brand in the region, as well as looked after the Visa, Pepsi and Deutsche Bank accounts.

In 2005, Jörg set up Jörg Dietzel Brand Consultants in Singapore, which he continues to run.

He also teaches classes on Strategic Brand Management and Advertising at the Singapore Management University and the National University of Singapore.

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Create, Connect, Convince is for people who are interested in a career in Advertising or those who have to deal with Advertising matters as part of their work scope, whether they sit on the agency or client fence. The author examines 10 international brands, and how media and stunning ideas helped to get the message across.

Also featured are observations from 10 agency practitioners in Asia and beyond, such as Sir John Hegarty, founder of Bartle Boyle Hegarty, the immensely successful London-based agency that created memorable campaigns for Audi, Levis and Coke. These insights are written by industry friends of the author, giving the book insider views of the tricks of the trade and what makes campaigns tick.

- Sales Rank: #882708 in eBooks
- Published on: 2010-04-15
- Released on: 2012-03-01
- Format: Kindle eBook

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