



Super Searchers on Madison Avenue: Top Advertising and Marketing Professionals Share Their Online Research Strategies (Super Searchers series)

Grace Avellana Villamora

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Thirteen research professionals from the world's leading advertising and marketing organizations share the tips, techniques, and resources that have made them the best in the business. Mindful of the cultural and demographic shifts that are taking place worldwide, this book focuses on ad agencies that specialize in general advertising, interactive marketing, sales promotions, and multicultural target audiences. The firms represented include TBWA/Chiat/Day, Leo Burnett, Carmichael Lynch, Burrell Communications Group, and UPSHOT.

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