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**58 THINGS EVERY ADVERTISING & MARKETING
PROFESSIONAL SHOULD KNOW**

THE ART OF CLIENT SERVICE

REVISED AND UPDATED EDITION

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ROBERT SOLOMON
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by Robert Solomon : **The Art of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised and Updated Edition**

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PDF-54238 | If you work with clients in any industry, The Art of Client Service is for you. If you work in an advertising or marketing agency, then this book is indispensable. Distilling decades of experience, advertising executive Robert Solomon has compiled the definitive resource for advertising and marketing account executives: a fast-reading, pocket-size, actionable checklist of 58 essential ideas to help... *The Art of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised and Updated Edition*

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