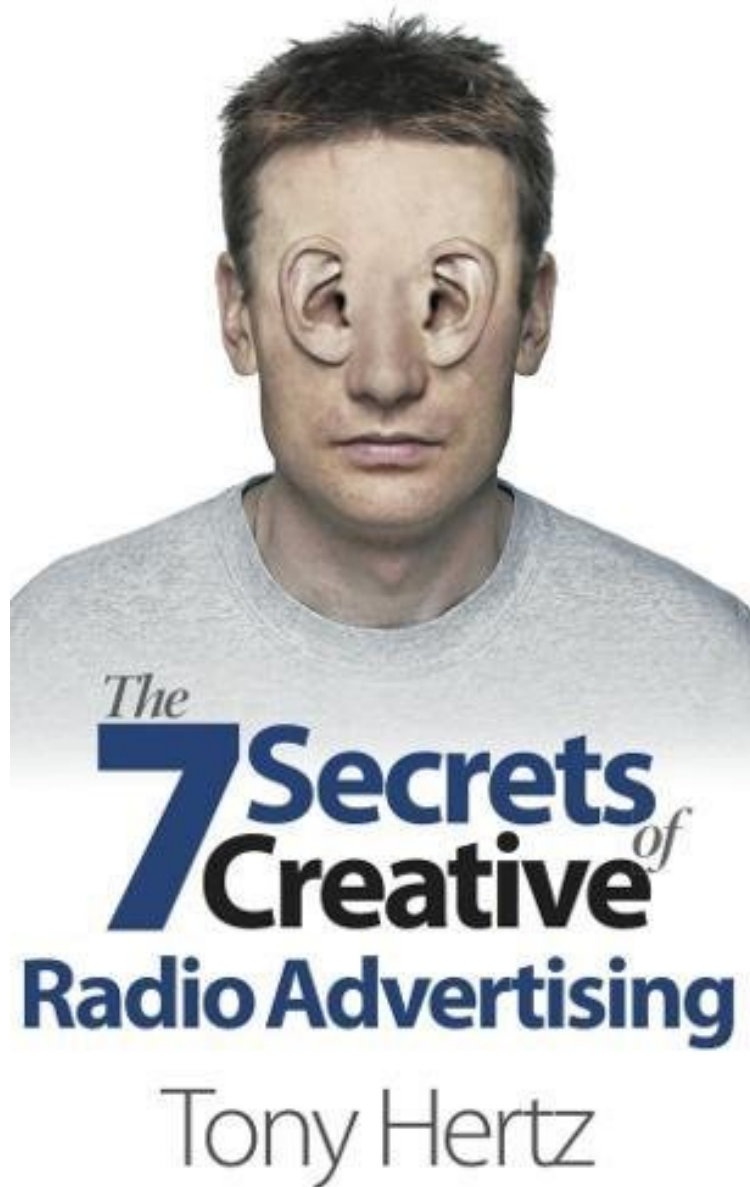


(Ebook pdf) The 7 Secrets of Creative Radio Advertising

# The 7 Secrets of Creative Radio Advertising

*Tony Hertz*

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About the AuthorTony Hertz has a passion for radio spanning 40 years, 3 continents, and careers as agency copywriter and International CD in New York, London, Tokyo, Brussels, and running his own highly awarded radio specialist companies. His acclaimed creative seminars and workshops have inspired audiences in 36 countries and have been featured at the world's major advertising festivals. He's been on the Cannes Lions radio jury and remains the world's only winner of both Yellow and Black DAD Radio Pencils.