The Art of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised and Updated Edition

By Robert Solomon

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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 client service professionals improve their account management strategy and skills.

Now fully updated and revised, *The Art of Client Service* is geared to the entire account team -- copy writers, art directors, and planners, researchers, media executives, support staff -- anyone who works with clients. With brevity, levity, and clarity, Solomon recounts both successes and failures, and uses them to formulate fast-reading, actionable tips, including:

- Know when to look it up; know when to make it up. (#7)
- What happens when I screw up? (#51)
- Respect what it takes to do great creative. (#19)
- In a high-tech world, be low-tech (#46)
- Be brief, be bright, be gone. (#31)
- How to write a letter of proposal (#44)
- The Zen of PowerPoint. (#45)

You'll also find new chapters on technology in advertising, the changing role of client service in an increasingly high-tech era, and an updated bibliography of essential reading.

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Editorial Review

Review
"A book about client service that is so practical it's almost embarrassing. Solomon offers unique perspectives that help clients, creatives, and, oh yeah, account people do their jobs better, resulting in more creative marketing." —**Tom Monahan, President, Before & After, and author of** *The Do-it-Yourself Lobotomy*

"It is said that great clients get great work, but it doesn't magically happen! Without great account people daily bridging the gap between client and agency demands, it's virtually impossible. This is a must read book for all who have chosen to engage in the fine art of serving clients - truly a fresh dose of account management inspiration!" —**Karen M. Jones, Senior Vice President, Corporate and Marketing Communications, DHL Express**

"With all the time and money it takes to win new business, professional services firms would be smarter to improve client service to retain more clients. Reading and practicing Robert Solomon's advice is guaranteed to help." —**Joanne Davis, Joanne Davis Consulting**

"As a career-long 'client,' I've been on a continuous search for the ideal agency account person. Robert Solomon…and students of his text…would clearly fit the bill. CMOs want insights, partnership, creative team leadership and results. *The Art of Client Service* teaches how to deliver them all." —**Sara Lipson, Chief Customer Sciences Officer, Market & Business Intelligence TIAA-CREF**

"This book is essential reading for anyone in the creative services profession. Marketing disciplines may change with the times, but the art of client service is timeless—and Robert has captured its essence." —**Barry Wacksman, Executive Vice President, Chief Growth Officer R/GA**

"In addition to sage, prescriptive advice, Robert demonstrates the importance of checking oneself with a good, hard look in the mirror—to learn lessons, and strive for greatness in the craft of managing client relationships." —**Sarah Fay, President, Isobar U.S.**

About the Author
Robert Solomon is one of America's most knowledgeable and respected client service executives. A frequent speaker on account management, Robert runs Solomon Strategic, a firm he founded in 1999 to provide marketing counsel and executive coaching to advertising agencies, client companies, and individual marketing professionals. He has a long-standing affiliation with Gardner Nelson & Partners, where he helps create effective integrated advertising/direct/interactive campaigns. Robert previously was CEO of Rapp Collins New York, President of Direct and Interactive Marketing at Ammirati Puris Lintas, Managing Director of FCB Direct West, and Senior Vice President at Bronner Slosberg Associates (now Digitas). You can reach Robert at robert@solomonstrategic.com.

Users Review

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Willie Kelly:

This The Art of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised and Updated Edition book is simply not ordinary book, you have after that it the world is in your hands. The benefit you will get by reading this book is usually information inside this reserve incredible fresh, you will get data which is getting deeper a person read a lot of information you will get. This particular The Art of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised and Updated Edition without we comprehend teach the one who reading it become critical in contemplating and analyzing. Don't end up being worry The Art of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised and Updated Edition can bring if you are and not make your carrier space or bookshelves' turn into full because you can have it within your lovely laptop even telephone. This The Art of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised and Updated Edition having fine arrangement in word and also layout, so you will not experience uninterested in reading.

Sandra Hughes:

The reserve untitled The Art of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised and Updated Edition is the guide that recommended to you to read. You can see the quality of the publication content that will be shown to you. The language that writer use to explained their way of doing something is easily to understand. The copy writer was did a lot of research when write the book, therefore the information that they share for your requirements is absolutely accurate. You also will get the e-book of The Art of Client Service: 58 Things Every Advertising & Marketing Professional Should Know, Revised and Updated Edition from the publisher to make you far more enjoy free time.

Justin Oliver:

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