



# **Killer Executions and Scrubbed Decks: An Outside-the-Box Look at Obnoxious Advertising and Marketing Jargon**

*Dan Goldgeier*

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If your killer executions can't nail your target even though the very long creative brief was best-of-breed and the deliverables weren't subject to scope creep, well, that's just another day in marketing and advertising.

It's a strange business with jargon all its own. In *Killer Executions and Scrubbed Decks*, Dan Goldgeier breaks down the most commonly used words and phrases you'll hear in an ad agency or corporate marketing department, and offers up a few new ones for consideration.

Whether you're a student looking for that coveted first job in an ad agency, a newcomer to the advertising business from another field, or a marketing manager who simply can't understand how those tatted-up ad agency types talk, this book is the epic deliverable you've been looking for.

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