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*By (author) Jon Steel*

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# Truth, Lies, and Advertising: The Art of Account Planning (Adweek Magazine) (Hardback) - Common

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**Truth, Lies, and Advertising: The Art of Account Planning (Adweek Magazine) (Hardback) - Common** By (author) Jon Steel

Jay Chiat, founder of the prestigious Chiat/Day advertising agency (which created campaigns for the Energizer Bunny and Fruitopia) called it "The best new-business tool ever invented.

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