

Advertising agencies have become strategic partners for many private and public companies worldwide: these agencies develop creative ideas that solve their clients' business problems. However, advertising agencies face organizational challenges: new business models, consumers' new tastes and preferences, and global competition. For this reason, experts in advertising need to become businesspeople able to efficiently lead these agencies.

This book aims to help experts in advertising reinforce their skills in economics, business, and management. The book encompasses two main parts. The first part includes eleven chapters that focus on different aspects determining their business models: productivity, entrepreneurship, budget control, growth strategies, income and expenses, accounting, human resources management, client profitability, and expansion plans. The second part includes real-life case studies about business, management, and economics in advertising agencies that will help readers apply the theoretical concepts described in the first part of this book.

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