



Agency Mania: Harness The Madness of Client/Agency Relationships for High-Impact Results

Bruno Gralpois

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Agency Mania was written because billions of dollars in company budgets are invested every year into marketing efforts that strive to deliver engaging consumer experiences and deliver measurable business results. To get most out of their marketing investment, brand advertisers of all sizes must demand more from their advertising and marketing communications agencies, and get the best possible work from these relationships while simultaneously driving the dual agenda of effectiveness and efficiency. Why do some client/agency partnerships thrive while others fail? And how can both parties improve the chances of success? Agency Mania is an indispensable guide in which, Bruno Gralpois reveals the anatomy of a strong partnership with an advertising, media, digital, PR or marketing communications agency that drives results and delivers real value to the client's business. Mr. Gralpois shines a bright light on the insanity of clients and agencies failing to effectively nurture their relations.

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