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Space Race: An Inside View of the Future of Communications Planning

Jim Taylor

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Five years ago the world of agency communications turned upside down. Ogilvy introduced 360 degree thinking, Unilever formulated their ABC process, TBWA developed their Disruptive philosophy, and total communications planning was born. Now, total communications planning is being increasingly demanded by clients. The question is no longer where does the future lie, but how does an agency get there as quickly as possible? This book sets out to define the structure of tomorrow's agencies by interviewing the leading lights of the industry today. Jim Taylor, himself an experienced practitioner of Total Communications Planning, identifies common issues and themes to offer a set of likely scenarios for The Agencies of the Future.

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