

ADVERTISING

A 'NO' Compromise Business

A Complete book on
Traditional to Digitized Advertising Art, Ideas & Science

Prof. Dr. Subhash Y. Pawar.
Prof. Ranjana Dani.

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“Advertising” – the ‘NO’ compromise business !

A Complete Book on :
Traditional to Digitized Advertising Art, Idea & Science.

Translated Marathi book जाहिरातींत तडजोड नाहीच! in English



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Art, Idea & Science.

(Translated in English from the Marathi book जाहिरातीत तडजोड नाहीच! By
Prof. Dr. Subhash Y. Pawar. Translated by: Prof. Ranjana Dani)

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- Dr. Vijay Bhatkar

The digital industry has been proven to be an essential boon to all those involved in the field of advertising. Even if that may be so, the essence of advertising has its roots within the the science of conceptualization. Hence, this book on the subject of Visual Art, written by Prof. Dr. Subhash Pawar, I believe, apt comes as an apt offering to us. On observation, most books on this subject have been written in English. It is rare to find a book published on this subject in the author's mother tongue, especially for the Marathi speaking audiences. Justifiably so, the huge efforts and diligence with which this book has been written and published by Dr. Pawar, is indeed praise-worthy. Not only has his extensive experience, supported by training in advertising and computer science, been a beneficial factor, but the rapport acquired by him with renowned intellectuals has proven to be very supportive in the compilation of this book. Hence this book has established the potential to easily find a 'connect' with all, through simple Marathi.

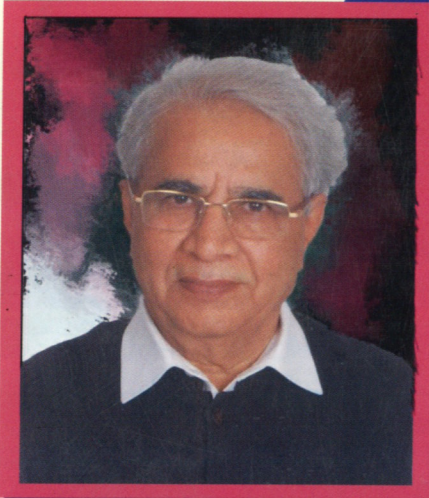
I have a fond association with Dr. Subhash Y. Pawar for many years now. It is his is passion for Computer Science as also on behalf of C-DAC, that he has written about 95 books in English during the initial stages when establishing an extensive network for computer training. However, after that he gave up the idea of writing in English and today has more than 17 Marathi books to his credit. The book

Dr. Bhatkar says about this book, which was first published in Marathi...

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Padmabhushan Prof. Dr. Vijay Bhatkar.

Prof. Dr. Subhash Pawar.



About author of this book...

Born at a pilgrimage place Pandharpur, a small town in Maharashtra, India had settled in Pune for pursuing his education. With initial completion of Engineering base education, & while looking after his personal and social responsibilities, he pursued his graduation degree in Applied Arts. At the same time he studied Management, Computer Science and Digital Arts then completed his PhD. degree from Pune University. While pursuing his education, he continued putting his contribution in academic field and served as faculty member and has penned more than 117 titles and published them. This book is a translated from his Marathi book on the same subject.