As a contemporary text, "Zapping In" looks at the power and influence of advertising account planning; from its origins in an analogue past, through its influence in the digital world of today, to its power and potential in the cyber consumer environments of tomorrow. It does so, not simply through desk-researched opinions, reflections and anecdotes, but through frank and open conversations with a number of the world's leading account planners - a virtual round-table discussion with advertising account planners from established national and international creative, media, digital and experiential agencies in the UK, the US, Asia and Australasia. The book presents their thoughts and opinions and it does so in their own words.

"At the early stages of my advertising career I worked closely as a client with the original creators of ad planning, Stanley Pollitt and Jane Newman at BMP. Rod McCulloch's book would thrill these innovators, telescoping them beyond their thinking then, into new world where the distribution of ad messaging may have changed but, smarter, sharper understanding of people, culturally, communications-wise and the technology that they engage with, they would endorse as fundamental to the best planning practice.

For teachers of communications, students and ad agencies themselves, ZAPPING IN delivers the insights to benchmark future success. Buy it now!"