

Advertising Industry Insider Publishes 2nd Edition of How-To Guide for Effective Brand-Agency Partnerships

Available for pre-order now, the 2nd edition of Agency Mania by Bruno Galpois offers best-practices that drive more effective advertiser and agency relationships

SEATTLE – October 24, 2018 – “Agency Mania 2nd Edition: Harnessing the Madness of Client/Agency Relations for High-Impact Results”, an updated version of Bruno Galpois’ 2010 industry reference on how to drive ROI and create more mutually accountable brand-advertiser relations, is now [available for pre-order](#).

This new edition, published by Beaufort Books, presents insights and best practices for brand managers, marketers and advertisers, including step-by-step processes on how to pursue, manage and maintain stronger partnerships that yield more cost-effective results. Based on years of experience on both the agency and client sides, Galpois provides a detailed blue print for advertisers and agencies to collaborate more effectively.

“The world of advertising and marketing communications is far more complex and demanding now than when I wrote the first edition of ‘Agency Mania’ nearly a decade ago,” Galpois said. “The last several years have been transformative for the advertising industry. We have seen media fragmentation, technology hype cycles and an ever-increasing talent shortage in our industry. Many in the business seek more rewarding and productive ways to engage and partner and this book delivers that.”

Provocative and eye-opening, “[Agency Mania 2nd Edition](#)” draws back the curtain on the vital principles of a strong client/agency partnership. Readers from the C-Suite to the front lines can learn how to avoid common pitfalls and how to apply best practices to turn their agency relationships into powerful, competitive assets. This updated edition with enhanced illustrations is a valuable resource for any size company that seeks to fully capitalize on the value of solid and effective client/agency relationships. Words of wisdom from the world’s largest brand advertisers and thought-leaders in the agency business will illuminate and drive results.

Agency Mania also explores:

- How to find the golden eggs in the new world of Madison Avenue.
- What biology, assortative mating, the sweaty t-shirt theory and client/agency relationships have in common.
- How aligning the stars and astrology can improve agency compensation.
- How the powerful lesson of the blind men and the elephant contributes to more successful agency scopes and briefs.
- What marketers can learn from coach Vince Lombardi to conduct better evaluations.
- How a paper tower test by a clinical psychologist can strengthen client/agency partnerships.
- And more.

Galpois has been instrumental in establishing agency management as a central global discipline for many of the top 200 advertisers, utilizing strategies for ensuring efficient collaboration and high-impact results. In 2013, after years working on both sides of the advertising client and agency partnership, Bruno co-launched Agency Mania Solutions, an agency management SaaS platform and professional

services firm, to help brands produce more efficient outcomes by managing the dynamics of the client and agency relationship.

The book is now available for pre-ordering at major bookstores and retailers including Amazon.com and Barnes & Noble. Pre-order “Agency Mania 2nd Edition: Harnessing the Madness of Client/Agency Relations for High-Impact Results” today: <https://agencymania.com/book/>.

Follow Agency Mania Solutions and Bruno Gralpois on [Twitter](#) and [LinkedIn](#).

About Agency Mania Solutions

Agency Mania Solutions (AMS) is a Seattle-based company with a SaaS platform and professional services that help global brands manage agency relationships and unlock their true potential. AMS is dedicated to helping brand advertisers navigate change and drive better business outcomes. The pressure of constant change on global brands – a proliferation of channels, digitalization of every facet of marketing, investor expectations and constrained budgets – makes it an absolute requirement for brands and agencies to produce more effective outcomes. AMS empowers them to get there. For more information, visit www.agencymania.com.

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