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After 20 years in advertising, he is now a full-time author. His

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Cutting Edge Advertising, Inc. is a full-line promotional products company established in 2004. The company was recently purchased by Denoyah Phillips who eagerly joins a wonderful team and is excited to help grow with Cutting Edge Advertising, Inc. With over 33 years of experience in the specialty advertising industry, Doug Chisum, Sales Director of West Texas (Odessa/Midland) and Gary Chisum ...

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PRAISE FOR CUTTING EDGE RADIO This is the first definitive step-by-step guide to creating cutting edge radio commercials, exploring everything from how radio communicates, what kind of commercials work best, how to get great radio ideas and develop them into scripts, how to cast the best talent, and how to record and mix the final track.

**BRUCE BILDSTEN, Fallon, Minneapolis**

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