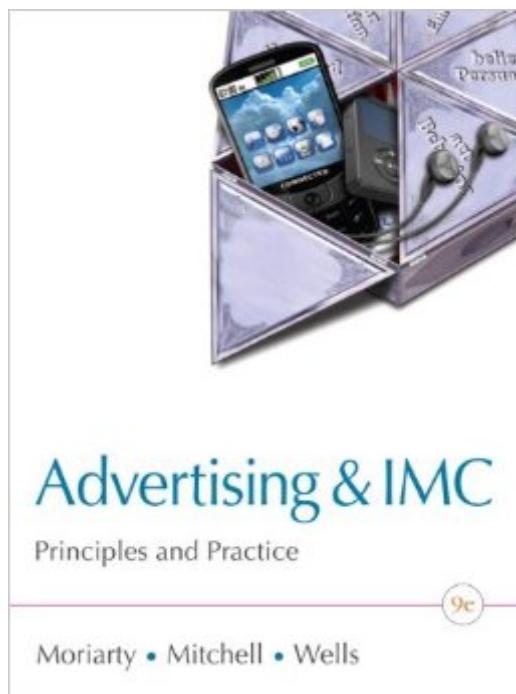


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Advertising & IMC: Principles And Practice, 9th Edition



Synopsis

An accessible and well-written approach to advertising. Advertising tracks the changes in today's dynamic world of media and marketing communication as well as the implications of these changes to traditional practice and presents them to readers through an accessible, well-written approach. The ninth edition highlights the increasing importance of consumers as the driving force in today's advertising strategies, social media, and the Internet evolution/revolution. It also includes an increased IMC and brand focus.

Book Information

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Customer Reviews

I have a different perspective than most of the reviews I've read so far here on .com. I am a practitioner at a big, good advertising agency in New York City. I have worked in other agencies in San Francisco and London as well, for some of the world's best marketers and brands. I think that Advertising & IMC offers a unique, foundational view of the industry. It takes a broad and long view, and offers many voices in its narrative. I couldn't disagree more with the reviewer that said it is the equivalent of a few searches on Google. This book offers a way for newcomers to get started understanding what is a complex industry that is constantly re-inventing itself. The book does this by providing views through lenses like history, regulation, economics, etc, to offer a deeper understanding. In this way it is nothing like the ad industry trade press, conferences, awards show annuals, search engines and other ways of coming at the topic that are of-the-moment but miss the big picture. Also, as a contributor to the book I think that they have great contributors. (-: Kidding aside, I think that taking a variety of perspectives via a diverse set of contributors is a great way of

dimensionalizing things and bringing in different voices. I feel a lot of sympathy for the criticisms of the price of this book. While I don't completely understand the inner workings of the textbook publishing trade or how much it costs to produce and distribute such a book, the book is pricey. This is especially true given it is now in its 9th edition, and some of the content has been re-purposed from previous editions. And that most of its buyers are on student budgets.

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