

10 Principles Of Good Advertising

10 Principles of Good Advertising Effective Advertising : Understanding When, How, And Why Advertising Works How to Write a Good Advertisement Advertising The Ganneteer Advertising & Selling The second part of Henry the fourth, ed. by A.D. Innes Scribner's Monthly Newspaper and Bank Directory of the World Stone Official Proceedings Specialty Advertising The

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the popularity of the television series mad men has raised the public awareness of advertising firms and what may or may not happen behind the scenes we all recognise advertising when we see it it's those bits that surround the editorial content in papers and magazines that interrupt tv programmes or pop up on the websites you like to browse as a discipline it might be defined as follows advertising is about creating a message about something usually a product or service and then getting it out to people in the hope that they will react in a particular way which in all likelihood means buying it or put another way it's paid persuasive communication that uses the mass media to connect an identified sponsor the person or company that pays for the ad with its target audience this book examines the different elements of those definitions and shows readers through discussion of the ten key principles underlying all great advertising how to create dynamic well targeted adverts of their own engagingly written by journalist and critic robert shore this book provides the basic principles behind creating a successful

advertisement with clear explanations illustrations and checklists for each chapter the reader is guided through what goes into making an advertisement work

effective advertising evaluates and summarizes an extensive body of research on advertising effectiveness the primary focus of the book is on the immediate and carryover effects of advertising on consumer choice sales and market share the book further reviews research on the rich variety of ad appeals and suggests which appeals work explaining when how and why they work

how to write a good advertisement is a short course in writing powerful hard hitting copy that can help you make your products and services irresistible to potential customers this remarkable book has turned many novice mail order entrepreneurs into expert copywriters and many experienced copywriters into masters of their trade

the fourth estate

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