

# Strategic Advertising Management

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revised edition of the authors strategic advertising management 2016

advertising management in a digital environment text and cases blends the latest methods for digital communication and an understanding of the global landscape with the best practices of the functional areas of management divided into three core sections the book provides a truly holistic approach to advertising management the first part considers the fundamentals of advertising management including leadership ethics and corporate social responsibility and finance and budgeting the second part considers human capital management and managing across cultures whilst the third part discusses strategic planning decision making and brand strategy to demonstrate how theory translates to practice in advertising each chapter is illustrated with real life case studies from a broad range of sectors and practical exercises allow case analysis and further learning this new textbook offers an integrated and global approach to advertising management and should be core or recommended reading for undergraduate and postgraduate students of media management advertising marketing management and strategy communications and public relations the applied approach provided by case study analysis makes it equally suitable for those in executive education and studying for professional qualifications

this book is designed to familiarise readers with a wide range of managerial issues faced by modern advertising strategies in planning implementing and controlling the advertising efforts of various enterprises it contains numerous examples of successful advertising images alongside accompanying commentary to illustrate just what goes into making an effective advertisement the positive role played by advertising in the market process has been largely ignored by academic economists it is only recently since the modern economic revolution that economists have realized the benefits of advertising and have joined the research agenda developed by researchers in marketing and other business fields consumer behaviour cb intended for students of mba specializing in marketing undertakes detailed discussions to explain and analyse behaviour of indian consumers and strategies used by marketers to deal with them marketers need to understand the buying behaviour of consumers while designing their advertisements for the desired impact advertisements play an essential role in creating an image of a product in the minds of consumers advertisements must be catchy and communicate relevant information to consumers understanding the needs of the consumer is really important when it comes to creating the right advertisement for the right audience remember it is only through advertisements individuals are able to connect with your brand this book provides an excellent introduction to the topic of how reasons and emotions combine to shape the consumption experience by influencing the analytic hedonic social moral and even reptilian aspects of the human condition in the marketplace thus the material presented here would be of interest as well as of great use to the students teachers

and professionals in the field

this is an ideal and most comprehensive textbook presenting an integrated approach to the principles concepts and the cases in advertising management based on authentic publications and practical experience of the authors the book deals with advertising and sales promotion economic and social effectiveness of advertising decisions and plans the book is well written and well structured in lucid simple and conversational language different topics are systematically arranged with proper blend of theories and models so as to make easy and clear understanding of principles and their applications in advertising the book will be very useful for students doing m b a m com d i m and b b m it will also be most valuable reference source for advertising professionals

the second edition of percy and elliott s strategic advertising management continues to deal with advertising from a strategic rather than simply a descriptive standpoint and covers all the main topics on an advertising management module the authors firstly address what advertising is meant to do and then go on to provide an understanding of what is necessary in the development of effective advertising and promotion the text has been fully updated and revised to include expanded chapter introductions and explicit key concepts the chapters on developing a communication strategy and processing the message have been significantly expanded as has the concluding part integrating advertising and promotion the authors use numerous examples of successful advertising images and a number of extended case histories to illustrate the application of the various theories discussed accompanying the new edition is a companion web site containing for lecturers powerpoint slides with selected figures from the text and suggested classroom exercises and for students web links and additional questions book jacket

this study led us to look where we had never gone before biology psychology psychophysiology anatomy communication theory cultural anthropology and psychoanalysis this study has led us into a series of psychological appeals that advertising uses to motivate people to buy products those appeals are parameters of national and international advertising self preservation and self esteem sex and greed curiosity and personal enjoyment constructiveness and destructiveness and imitation and altruism here i have included a large biological basis for the foundation and used of many of the appeals which may cause a conflict there is a debate going on today between nature and nurture whether biology or environment is the controlling factor in human behaviour it may easily appear that i support the nature side in this study

this comprehensive book is designed to serve as a primary text for the advertising management course that follows the more general principles of advertising course it can stand alone or for instructors who prefer a case based approach it can be adopted together with cases in advertising management 978 0 7656 2261 7 by the same authors advertising management covers a full range of topics for a semester long course including financial management business planning strategic planning budgeting human resource management ethics and managing change there is even a unique section on managing yourself and your own career in advertising the text includes plentiful figures tables and sidebars and each chapter concludes with useful learning objectives summaries discussion questions and additional resources

the managerial process which is designed to control and oversee the diverse advertising activities involved in a program to communicate with a company's target market is known as advertising management it is an integral component of a firm's promotional mix and works in close association with the overall marketing communications program there are different types of advertising which are managed within this field such as brand advertising and corporate advertising brand advertising is a non personal message which is placed in a mass medium to persuade the target audience to purchase a product or service corporate advertising seeks to convey the company's values in order to influence public opinion the topics included in this book on advertising management are of utmost significance and bound to provide incredible insights to readers it covers in detail some existent theories and innovative concepts revolving around this field this textbook is appropriate for students seeking detailed information in this area as well as for experts

practical coverage of pre campaign ideas analyzing buyer behavior setting objectives budgeting campaign decisions creative strategy and tactics media planning and post campaign evaluation includes extensive suggestions for further reading and an appendix listing sources of information annotated

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