

Russell J Thomas Et Al Kleppner Publicidad 12a Edicion

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completely revised this introduction to advertising as both an art and science provides a broad overview of advertising issues and functions it places the advertising function within a contemporary integrated marketing framework showing how the advertising function must be co ordinated with all other aspects of communications within the matrix of the total business function students explore not only the history purpose and the role of advertising in our multi faceted economy but learn the specific techniques for planning media use following the creative process and planning campaigns there is also an instructor s manual with a video guide available isbn 0 13 206814 1

there are few areas of business and marketing that operate in a more dynamic atmosphere than advertising and promotion the process of new product and target audience research branding and product development executing creative sales approaches and selecting media and non traditional marketing communication placement are part of an evolving process that is undergoing dramatic change the primary reason for publication of this new edition is to reflect this environment account people and creative people in the field of marketing communication branding integrated communications and new media advertising

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