

Fundamentals Of Advertising

John Wilmshurst,Adrian Mackay

Fundamentals of Advertising John Wilmshurst,Adrian Mackay,2010-02-17 The Fundamentals of Advertising is widely recognized as the most comprehensive and informative introduction to the area for both professionals and students. The new edition has been fully revised and updated and provides a comprehensive coverage of the whole business of advertising and its associated promotional areas, including public relations, sales promotion and sponsorship. The authors use a wide range of examples to illustrate their themes and an informative series of guidelines and checklists of value not only to students but to those applying the various techniques. Topics the authors examine include: The role of the advertising agencies, Planning advertising campaigns, Setting budgets, The scope of below-the-line promotion, How advertising materials are created and produced, The issue of control in advertising, International advertising.

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The Fundamentals of Marketing Edward Russell,2017-11-02 This book describes how marketing organizations successfully move from product concept to the creation of a successful brand, and explains the key tools used to develop branding. It introduces selling theories and the principles of consumer behaviour, and documents the creation and development of brands using real-world examples. It goes on to explain strategic pricing, methods of distribution, market research, strategic thinking and the promotion of these brands through advertising. The Fundamentals of Marketing is fully illustrated with up-to-the-minute examples and case studies, including Amazon, Bling H2O and Tap'd NY, Petstages, Red Bull and Wal-Mart.

The Fundamentals of Creative Advertising Ken Burtenshaw,Nik Mahon,Caroline Barfoot,2011-08-31 The Fundamentals of Creative Advertising provides an introduction to the key elements of creative advertising and includes a wealth of visual examples taken from real campaigns using various media.

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The Fundamentals of Advertising George French, 1914

Fundamentals and Practice of Marketing Adrian Mackay, John Wilmshurst, 2012-05-04 The fourth edition of this seminal text retains the clarity and simplicity of its predecessors in communicating the basic themes and principles of contemporary marketing. 'The Fundamentals and Practice of Marketing' has been substantially revised to take into account recent developments in the field - most particularly the changes wrought by new technology. It now follows a new structure and includes: * New chapters on: direct marketing, public relations; integrated marketing planning; wholesale and retail operations; relationship marketing; * Material on: services marketing, e-commerce, ethics and social responsibility, B2B marketing and external marketing environment * A range of new examples The book is accompanied by online resources for tutors which include: guidance notes on teaching methods for each chapter, case studies with suggested solutions and approaches, questions for discussion, and OHP masters.

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Create, Connect, Convince Jörg Dietzel,2010-03-01 Create, Connect, Convince is for people who are interested in a career in Advertising or those who have to deal with Advertising matters as part of their work scope, whether they sit on the agency or client fence. The author examines 10 international brands, and how media and stunning ideas helped to get the message across. Also featured are observations from 10 agency practitioners in Asia and beyond, such as Sir John Hegarty, founder of Bartle Boyle Hegarty, the immensely successful London-based agency that created memorable campaigns for Audi, Levis and Coke. These insights are written by industry friends of the author, giving the book insider views of the tricks of the trade and what makes campaigns tick.

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