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Strategic Advertising Management

Larry Percy, Richard H. Elliott



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Strategic Advertising Management Larry Percy, Richard H. Elliott, 2020-12-25 Revised edition of the authors Strategic advertising management 2016 Strategic Advertising Management Larry Percy, Richard H. Elliott, 2016 The authors deal with advertising from a strategic perspective They begin with a broad look at what advertising is meant to do and then provide the reader with the keys to developing effective advertising and promotion campaigns Strategic Advertising Management Larry Percy, Richard Rosenbaum-Elliott, Richard H. Elliott, 2012-03-29 The authors deal with advertising from a strategic perspective They begin with a broad look at what advertising is meant to do and then provide the reader with the keys to developing effective advertising and promotion campaigns *Strategic Advertising Management* Larry Percy, John R. Rossiter, Richard H. Elliott, 2001 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 **Strategic Advertising Management** , 2001

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Advertising Management in a Digital Environment Larry D. Kelley, Kim Bartel Sheehan, 2021-07-21 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

Advertising Management, Printers' Ink; the ... Magazine of Advertising, Management and Sales, 1908 Advertising Management Gerardus Blokdyk, 2018-05-16 What does Advertising management success mean to the stakeholders How do we accomplish our long range Advertising management goals Is maximizing Advertising management protection the same as minimizing Advertising management loss What tools and technologies are needed for a custom Advertising management project How are the Advertising management s objectives aligned to the organization s overall business strategy This premium Advertising management self assessment will make you the credible Advertising management domain leader by revealing just what you need to know to be fluent and ready for any Advertising management challenge How do I reduce the effort in the Advertising management work to be done to get problems solved How can I ensure that plans of action include every Advertising management task and that every Advertising management outcome is in place How will I save time investigating strategic and tactical options and ensuring Advertising management costs are low How can I deliver tailored Advertising management

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