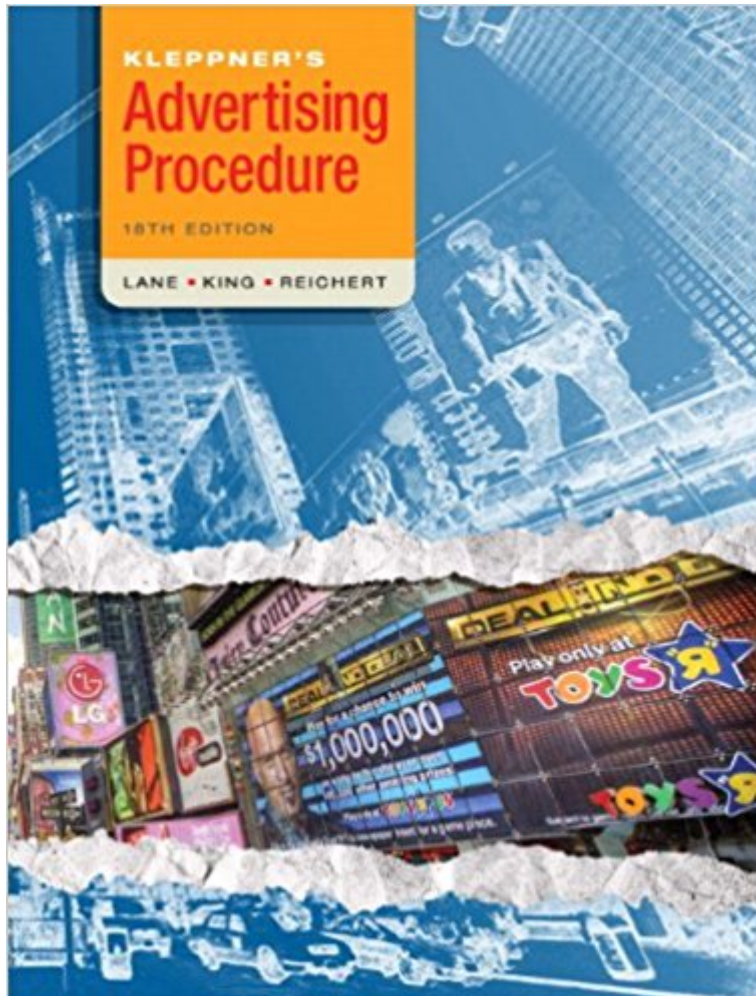




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Kleppner's Advertising Procedure (18th Edition)



Synopsis

An all-inclusive introduction to the exciting and dynamic world of advertising. Kleppner's Advertising Procedure introduces readers to advertising by providing insight from professionals and recent examples that highlight the best advertisements and promotional techniques. This text also provides readers with a clear, comprehensive look at the roles practitioners play from three key perspectives: a firm's marketing/advertising department, an ad agency professional, and media executives. The eighteenth edition reflects how new media has changed advertising.

Book Information

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Customer Reviews

Completely revised -- this classic 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 coordinated with all other aspects of marketing communications within the matrix of the total business function. Students explore not only the history, purpose, and role of advertising in our multi-faceted economy, but learn the specific techniques for planning media use, following the creative process, and planning campaigns. --This text refers to an out of print or unavailable edition of this title.

Kleppner's Advertising Procedure introduces readers to advertising by providing insight from professionals and recent examples that highlight the best advertisements and promotional techniques. Background of Today's Advertising; Roles of Advertising; Brand Planning and the Advertising Spiral; Target Marketing; The Advertising Agency, Media Services, and Other Services;

The Advertiser's Marketing/Advertising Operation; Media Strategy; Using Television; Using Radio; Using Newspapers; Using Magazines; Out-of-Home Advertising; Digital and Direct-Response Advertising; Sales Promotion; Research in Advertising; Creating the Message; The Total Concept: Words and Visuals; Print Production; Video and the Commercial; The Radio Commercial; Trademarks and Packaging; The Complete Campaign; International Advertising; Economic, Social, and Legal Effects of Advertising

MARKET: For account and/or creative people in the field of marketing communication, branding, integrated communications, and new media advertising.

School textbook

needed for class.

I liked this product because it was well-written and provided more life-applicable and useful advertising information than most other advertising textbooks that I read during college. I kept it after graduating and still find the content useful. It also was very well-priced compared to other places of purchase. I don't really have any negative comments about this purchase, I would definitely recommend this product.

Was ok.

This book was really cool for beginners. It may have a bit too much info, but definitely a good book for those beginning in advertising and others who want to update their skills. Very easy to follow and use. It helped me get an A in my advertising class, so I'd definitely recommend it!!

This is the second time I have bought this textbook. I had to buy it my freshman year for my intro to advertising course and I sold it back at the end of the semester. It was the biggest mistake I ever made because I had many occasions where I wanted to check something out I had seen in the book and now senior year I bought it again for my personal library. It is one of the most complete advertising books out there. I have never laid my hands on another advertising book better than this.

It's cool.

Advertising and Marketing are a huge part of business and business is a subject I love. Somehow my brain simply functions in a more direct linear mode so didn't grasp all the good I'm sure this book delivers. Don't let that slow you down if it appears to be your cup of tea. Claudia Strasbaugh

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