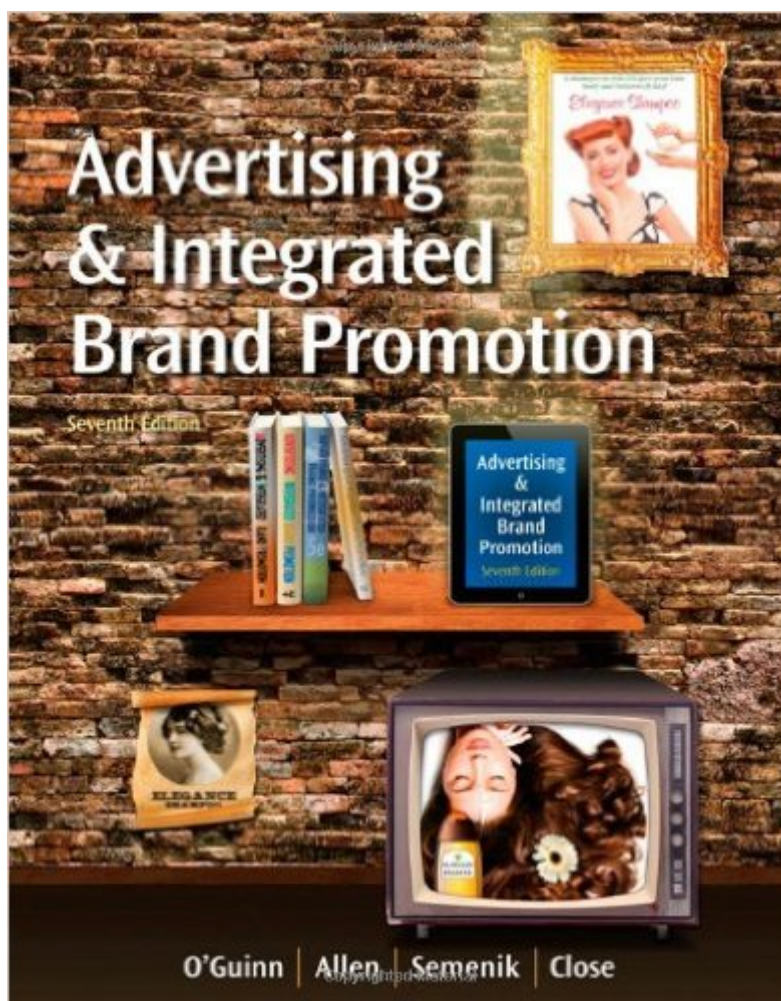


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Advertising And Integrated Brand Promotion (with CourseMate With Ad Age Printed Access Card)



Synopsis

Place yourself in the midst of today's fast-paced exhilarating world of advertising with O'Guinn/Allen/Semenik/Close's *ADVERTISING AND INTEGRATED BRAND PROMOTION, 7E*. This powerful and practical cutting-edge text draws from the authors' vast experiences in the boardroom and classroom to give you intriguing insights into advertising in the real world. With *ADVERTISING AND INTEGRATED BRAND PROMOTION, 7E* you'll see how good advertising is the result of hard work and careful planning. The comprehensive online companion to the printed text provides integrated discussion of video and other medium heretofore unavailable to be illustrated in traditional print delivery. A leader for its emphasis on integrated brand promotion, this edition combines a solid understanding of advertising strategy and important theory with real-world applications. The book's integrated learning experience gives you hands-on practice putting chapter concepts into action. This clearly written text brings a solid understanding of advertising strategy to life with more dynamic visuals and graphic examples than ever before. Today's most contemporary ads and exhibits combine with coverage of the latest practices and industry developments, including social media, design thinking, and an emphasis on globalization. The book's focus on real advertising practice is reflected in the book's contents that follows the same process as an advertising agency. Trust *ADVERTISING AND INTEGRATED BRAND PROMOTION, 7E* to equip you with the tools, knowledge, and practice to get results in advertising and business today.

Book Information

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Customer Reviews

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of this book from the actual publishers and use the online Mindtap service for an upper-level college marketing class. I dislike the tone of voice in this book...it seems condescending at times and is written at a 5th grade level. Sentences are very repetitive and wordy. The interface for the online service also is very wonky. I will say, I do like the online version for the fact of how it is divided up. Instead of chapter sections spanning across many pages, the publishers divided each section into their own pages. For example, Topic 1-b of chapter one, (although in normal context would span across many pages) is one large page. When you click next, you go to topic 1-c. This makes the text seem more organized and makes the read seem much faster.

Pretty good book although my teacher said that she prefers the 5th edition. Muy buen libro y con excelentes ejemplos. TrÃs bon livre, il a beaucoup des bons exemples

Very detailed and outlined really well. It made it very easy to research. I definitely recommend getting this book. It's worth it.

Decent textbook. Digital version worked out great for class. Searchable texts makes studying so much easier!

Excellent book, great content! The theory works for my classes perfectly and I just update the examples.

branding, sponsorship, digital, advertising, marketing, consumers, rich in history yet futuristic

Product was exactly what I needed and there was no damage.

The book was very informative, I learned a lot from it.

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