

Kleppners Advertising Procedure

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includes glossary index

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 coordinated 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

for undergraduate advertising courses an all inclusive introduction to the exciting and dynamic world of advertising kleppner s advertising procedure introduces students to advertising by providing insight from professionals and recent examples that highlight the best advertisements and promotional techniques this text also provides students 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

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