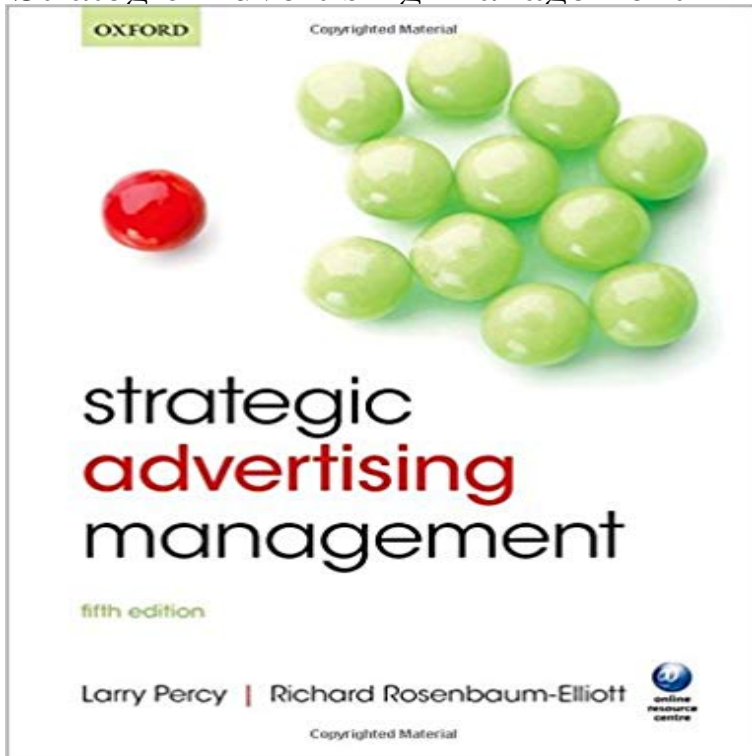


Strategic Advertising Management



Strategic Advertising Management provides the firm foundation you need to understand the effective strategic planning of advertising and other marketing communications. Renowned experts in the field, the authors draw on their extensive experience to present the essential principles of communication that demonstrate how advertising works. Using real world examples and case studies from a variety of international brands and companies, such as Samsung, McDonalds and Disney, the authors have created a resource that clearly illustrates how theory is put in to practice, and how strategic advertising operates in a global economy. The new edition features more coverage of social media, viral, and online advertising throughout, and a dedicated chapter on Digital Media, ensuring that the book continues to offer students the most complete guide to the rapidly evolving landscape of the advertising industry. Online Resource Centre For Students: Flashcard glossary Additional questions Further reading updates Web links Video links to adverts exemplifying strategies discussed in the book, short films from advertising companies and relevant documentaries For Lecturers: Suggested IPA case histories Suggested classroom exercises PowerPoint slides

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