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For introductory courses in advertising. An accessible, well-written, and student-friendly approach to advertising. Advertising tracks the changes in today's dynamic world of media and marketing communication—as well as the implications of these changes to traditional practice—and presents them to students through an accessible, well-written approach. The Tenth edition highlights the increasing importance of consumers as the driving force in today's advertising strategies, social media, and the Internet evolution/revolution. It also includes an increased IMC and brand focus. MyMarketingLab for Advertising is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams—resulting in better performance in the course—and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience—for you and your students. Here's how: Improve Results with MyMarketingLab: MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Increased Integrated Marketing Communication (IMC) Focus: The broader focus of IMC in this edition includes all the various forms of marketing communication—multi-platform, as well as multimedia— and the discussion is embedded seamlessly throughout the book. Keep your Course Current and Relevant: New examples, exercises, and research findings appear throughout the text. Note: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0133763536/ISBN-13: 9780133763539. That package includes ISBN-10: 0133506886/ISBN-13: 9780133506884 and ISBN-10: 0133575950/ISBN-13: 9780133575958. MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor.

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An accessible and well-written approach to advertising. Advertising tracks the changes in today's dynamic world of media and marketing communication-as well as the implications of these changes to traditional practice-and presents them to readers through an accessible, well-written approach. The ninth edition highlights the increasing importance of consumers as the driving force in today's advertising strategies, social media, and the Internet evolution/revolution. It also includes an increased IMC and brand focus.

Marketing in the digital age poses major challenges for traditional and established practices of communication. To help readers meet these challenges Principles of Integrated Marketing Communications: An Evidence-based Approach provides a comprehensive foundation to the principles and practices of integrated marketing communications (IMC). It examines a variety of traditional and digital channels used by professionals to create wide-reaching and effective campaigns that are adapted for the aims of their organisations. This edition has been thoroughly revised and each chapter includes: case studies of significant and award-winning campaigns from both Australian and international brands that illustrate the application of explored concepts; discussion and case study questions that enable readers to critically evaluate concepts and campaigns; a managerial application section that illustrates how concepts can be applied effectively in a real situation; a 'further thinking' section that expands knowledge of advanced concepts and challenges readers to think more broadly about IMC.

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The 3rd edition of Advertising: Principles and Practice is the only practical, applied guide to the real world of advertising in Australasia using award-winning examples of how and why great advertising is achieved. It features new coverage of advertising's role within the integrated marketing communications (IMC). Moriarty explores the ever-changing media landscape and encourages readers to think about the ways in which advertising operates as part of a broader communication strategy. How do you define great advertising? How do you encourage creativity in advertising? How can interactive and digital media add value to advertising? These questions, and many more are comprehensively answered inside this Australian adaptation of the US text, Advertising & IMC: Principles and Practice by

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How to develop an effective stress prevention programme, involving everyone in your team, including: the facts about stress and your responsibilities to the team; what the implications of stress are; stress ratings: setbacks, hassles and challenges in your organization; how to audit stress in your team; ways of a creating a stress-free office.

"A complete and well-organized textbook on advertising"—Educational Book Review Principles of Advertising: A Global Perspective, Second Edition updates the classic first edition of this exceptional classroom resource, selected as one of CHOICE magazine's Outstanding Academic Titles for 1999. Ideal for use as an introductory textbook, the book presents an integrated marketing approach that's essential for keeping up with the changing world of contemporary advertising, and reflects the authors' expertise not just in advertising, but also in the larger field of integrated marketing communications. The new edition of the book examines the environment in the advertising industry following the terrorist attacks on Sept. 11, 2001, as well as market segmentation, target marketing, product positioning, buyer behavior, legal and political concerns, the creative aspects of advertising, and much more. Principles of Advertising: A Global Perspective, Second Edition equips instructors—and their students—with the fundamental elements of the field with emphasis on ethical issues. The book includes a foreword by Don E. Schultz of Northwestern University's Integrated Marketing Communication program and provides insights into effective local, national, and global integrated marketing strategies for

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print, electronic, and online advertising. This updated edition maintains the original format for each chapter of featuring "Global Perspectives," "Ethics Tracks," and short commentaries from practitioners in various fields, and adds 24 new illustrations and more recent examples of now-famous advertising campaigns. New material presented in Principles of Advertising: A Global Perspective, Second Edition includes: the benefits of a graduate degree client-agency relationships targeting the middleman marketing to men Janet Jackson "exposed" pop-up ads marketing cosmetic surgery advertising as programming controversial campaigns behavioral targeting or online stalking? Principles of Advertising: A Global Perspective, Second Edition examines new theories, new technologies, well-known advertising campaigns, and cultural considerations for advertising in foreign markets to give your students current and proven information on the changing world of advertising.

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