

Advertising 4e - Textbook for my Advertising Class - Summary

Advertising 4e is a comprehensive guide to the world of advertising. Written by Tom Duncan and Sandra Moriarty, the book provides an in-depth look at the history, principles, and practices of advertising. It covers topics such as the role of advertising in society, the development of advertising, the creative process, media planning, and the legal and ethical issues associated with advertising. The book begins by discussing the history of advertising, from its roots in ancient times to its modern-day form. It then examines the principles of advertising, including the role of the consumer, the importance of research, and the use of persuasive techniques. It also looks at the creative process, from concept development to execution, and the various media used to reach consumers. The book then examines the legal and ethical issues associated with advertising, such as truth in advertising, privacy, and the regulation of advertising. It also looks at the role of advertising in society, including its impact on culture, politics, and the economy. Finally, the book provides an overview of media planning, including the selection of media, budgeting, and evaluation. Overall, Advertising 4e is an invaluable resource for anyone interested in learning more about the world of advertising. It provides a comprehensive overview of the history, principles, and practices of advertising, as well as an in-depth look at the legal and ethical issues associated with it.

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