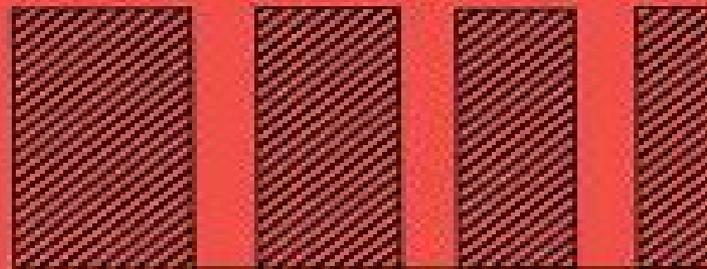


ADVANCED MEDIA PLANNING

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Marketing & Media Decisions, 1986 Media International Australia, 2002 The Media Handbook

Helen Katz, 2010-07-29 The Media Handbook provides a practical introduction to the complete media planning and buying process. Emphasizing basic media planning and buying calculations along with the practical realities of offering plan alternatives and evaluating the plan. This work is suitable for faculty who teach advertising as well as students of advertising.

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second edition of Percy and Elliott's Strategic Advertising Management continues to deal with advertising from a strategic rather than simply a descriptive standpoint and covers all the main topics on an Advertising Management module. The authors firstly address what advertising is meant to do and then go on to provide an understanding of what is necessary in the development of effective advertising and promotion. The text has been fully updated and revised to include expanded chapter introductions and explicit key concepts. The chapters on Developing a Communication Strategy and Processing the Message have been significantly expanded as has the concluding part Integrating Advertising and Promotion. The authors use numerous examples of successful advertising images and a number of extended case histories to illustrate the application of the various theories discussed. Accompanying the new edition is a companion web site containing for lecturers PowerPoint slides with selected figures from the text and suggested classroom exercises and for students web links and additional questions. Book jacket

Proceedings of the ... Conference of the American Academy of Advertising American Academy of Advertising. Conference, 1985 **University Catalog** University of Northern Iowa, 1992 Social Action, 1999

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