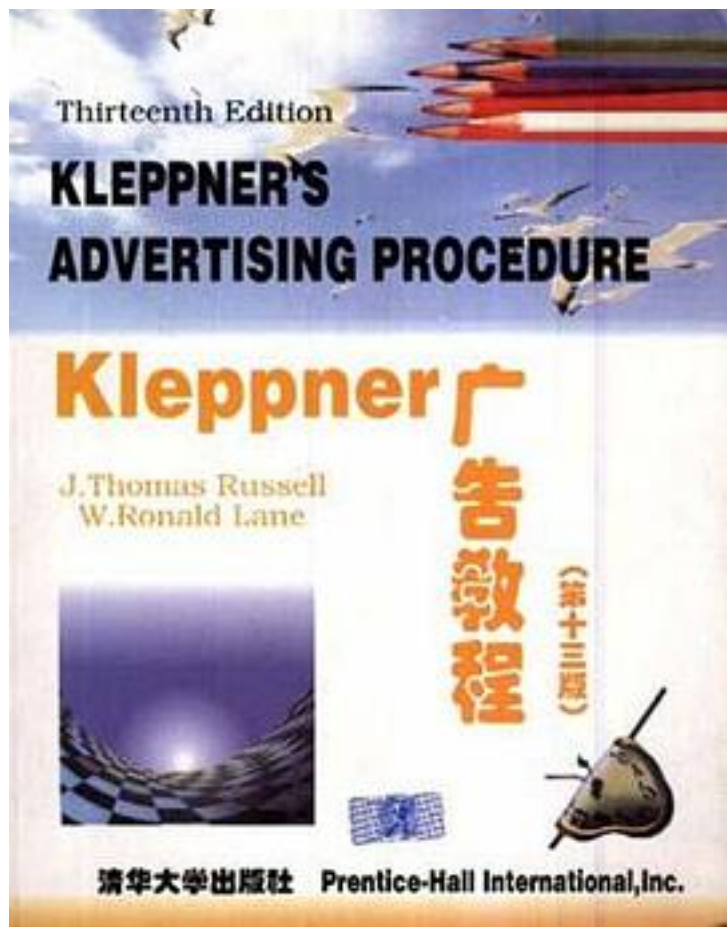


Kleppner广告教程



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内容提要

本书为在美国广告营销界被奉为《圣经》的《Kleppner广告管理》的第十三版。

原作者OttO Kleppner (1899—1982年) 是一位非常成功的广告公司经理，曾任美国广告协会理事长，并因其广告教学方面的杰出服务获Crain Cup奖。第十三版的两位作者均为乔治亚大学的广告系教授，并均开有自己的广告公司。此外，Russell教授曾担任著名的《广告杂志 (Journal of Advertising) 》主编，发表过许多论文；Lane教授则任该杂志的广告部经理。

新版不结合了传统的广告管理过程与新材料，特别是在营销、广告和媒介方面的变化，着眼于将学生引导到21世纪的广告业。

第十三版特别强调以下各点：

- 1.将广告置于企业营销整体活动的框架之中，特别强调广告与其他营销渠道的协调；
- 2着眼于全球或多国广告；
- 3新媒体、新技术对广告业的影响。

全书共分六部分二十六章，主要内容包括：广告的地位、广告规划、广告管理、媒体、广告创造过程以及其他广告。

该书可作为高等院校广告专业教材，亦是广大实际工作者必备的参考书。

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