

Advertising, Promotion, and New Media



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Today, new media enter our lives faster than ever before. This volume provides a complete, state-of-the-art overview of the newest media technologies and how they can be used in marketing communications -- essential information for any organization that wants to maintain an effective advertising program, as well as for experts and students in the fields of advertising and mass communications. Advertising, Promotion, and New Media offers crucial insights on the use of cutting-edge techniques including 3-D advertising, mobile advertising, advergames, interactivity, and netvertising images, as well as more familiar Internet advertising formats such as banner ads and pop-ups. It also discusses such important topics as how to select online affiliates, and how to assess the effectiveness of new media advertising and compare it with traditional formats. Throughout the book, the chapter authors offer up-to-date information and thought provoking ideas on emerging

technology and how it can be used effectively for advertising and promotion in the future.

作者介绍:

目录:

[Advertising, Promotion, and New Media_ 下载链接1](#)

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