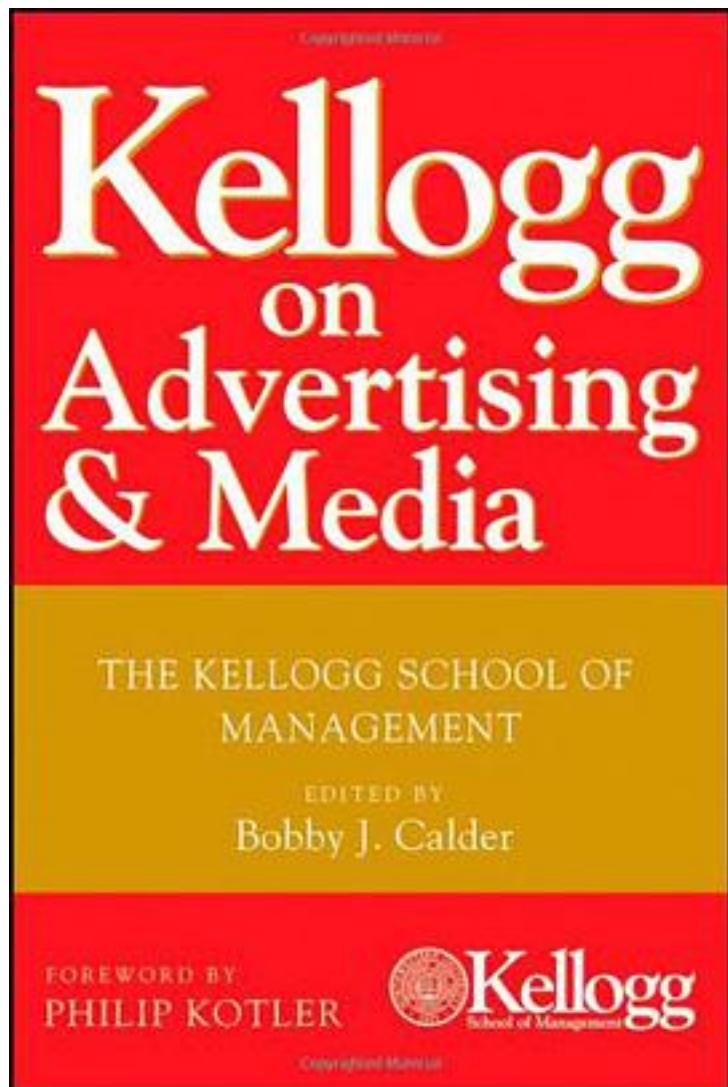


# Kellogg on Advertising and Media



[Kellogg on Advertising and Media 下载链接1](#)

著者:Philip Kotler

出版者:John Wiley & Sons Inc

出版时间:2008-4

装帧:HRD

isbn:9780470119860

## 在线阅读本书

In Kellogg on Advertising and Media, members of the world's leading marketing faculty explain the revolutionized world of advertising. The star faculty of the Kellogg School of Management reveal the biggest challenges facing marketers today- including the loss of mass audiences, the decline of broadcast television advertising, and the role of online advertising- and show you how to advertise successfully in this new reality. Based on the latest research and case studies, this book shows you how to find and engage audiences in a chaotic media climate.

## 作者介绍:

## 目录:

[Kellogg on Advertising and Media 下载链接1](#)

## 标签

## 评论

---

[Kellogg on Advertising and Media 下载链接1](#)

## 书评

---

[Kellogg on Advertising and Media 下载链接1](#)