Concise Encyclopedia of Advertising
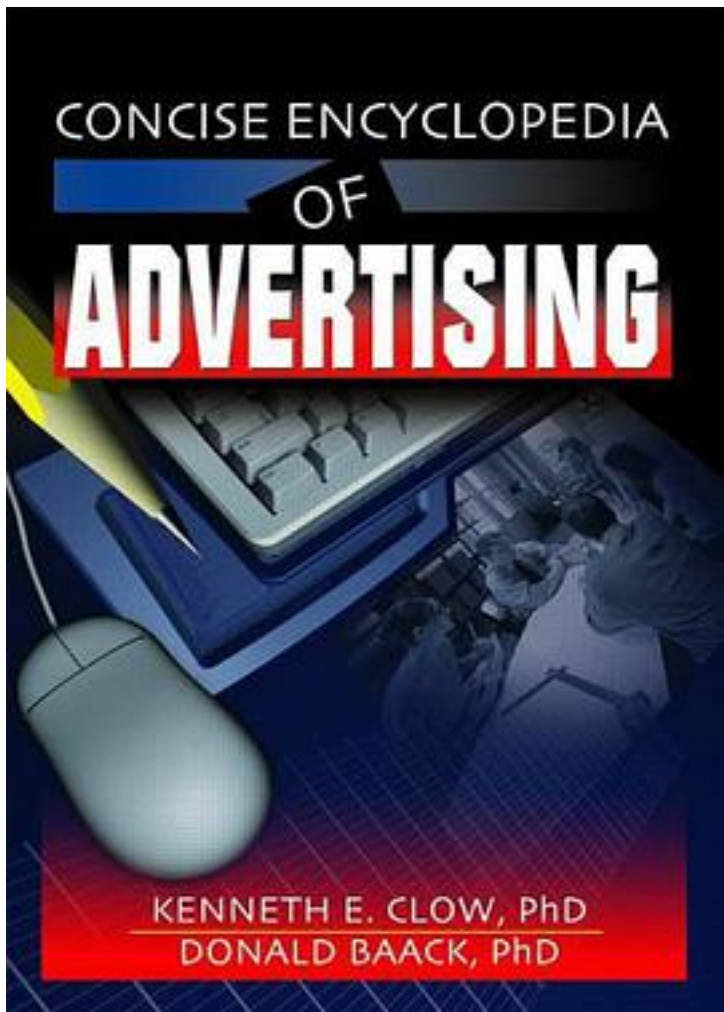

[Concise Encyclopedia of Advertising_下载链接1_](#)

著者:Clow, Kenneth E. (EDT)/ Baack, Donald/ Clow, Kenneth E.

出版者:Haworth Pr Inc

出版时间:2005-3

装帧:Pap

isbn:9780789022110

At your fingertips find advertising terms and concepts quickly and easily in this A-Z

reference guide! As with many institutions, advertising has developed its own vocabulary. While some terms and concepts may overlap with other areas, many are used in a particular way and have specific meanings in advertising. The Concise Encyclopedia of Advertising is a comprehensive yet to-the-point compilation of terms and concepts used in the advertising industry. It provides brief, easy-to-understand definitions and explanations of common advertising terms and covers all major concepts used in the industry. The Concise Encyclopedia of Advertising is unique in that it completely covers all terms and examines all aspects of advertising. This book will help bring you up-to-date with current advertising jargon. It is laid out in an easy-to-use alphabetical format, which allows you to easily access and understand the information. For further reference, it also includes a list of advertising experts who have recently written articles or textbooks on advertising. Some of the terms and concepts in the Concise Encyclopedia of Advertising include: advertising appeals evaluation criteria of advertising Internet advertising magazine advertising television advertising advertising campaign management sponsorship marketing and many more!The Concise Encyclopedia of Advertising provides advertisers, marketers, consumers, and businesses a handy reference to the terminology that is used in the advertising industry. Those new to the business or trying to get into the business can use this book to familiarize themselves with terms and concepts they will need to know. Individuals already in the business can use this book as a quick reference tool for terms they are unsure of or have forgotten. It is also useful as a textbook for students of advertising.

作者介绍:

目录:

Concise Encyclopedia of Advertising_下载链接1

标签

评论

Concise Encyclopedia of Advertising_下载链接1

书评

[Concise Encyclopedia of Advertising_下载链接1](#)