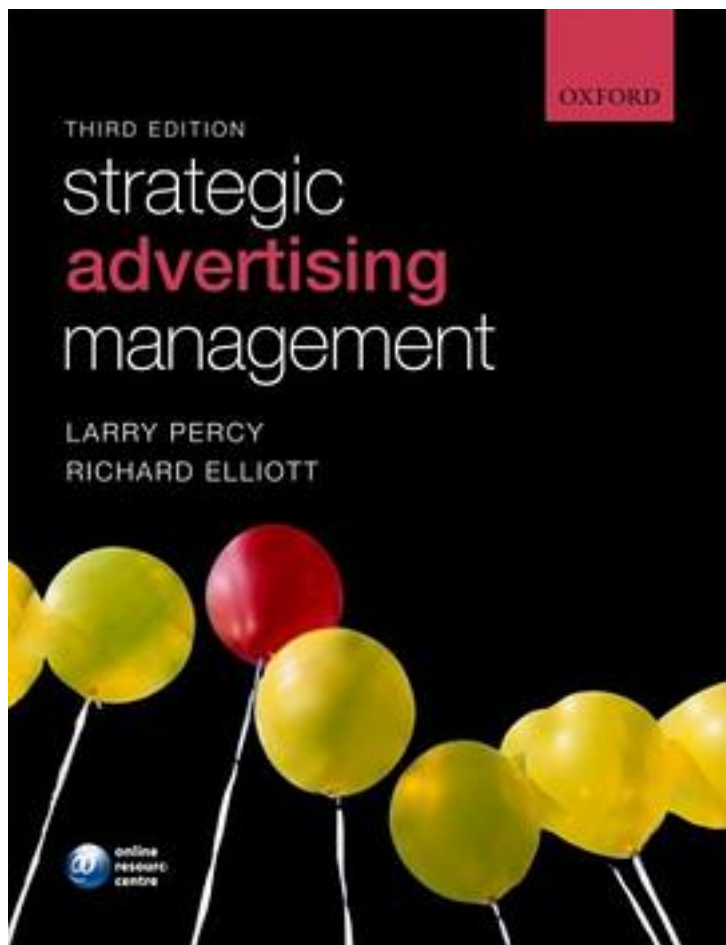


# Strategic Advertising Management



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The 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

look first at 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 now include expanded chapter introductions, explicit chapter objectives and learning outcomes, as well as additional important readings to supplement each chapter. The chapters on 'Developing a Communication Strategy' and 'Processing the Message' have been significantly expanded with recent leading-edge thinking, as well as new material on Integrated Marketing Communications in the final chapter. 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. ONLINE RESOURCE CENTRE For lecturers: suggested classroom exercises, suggested IPA case histories. For students: glossary, further reading updates, questions.

作者介绍:

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