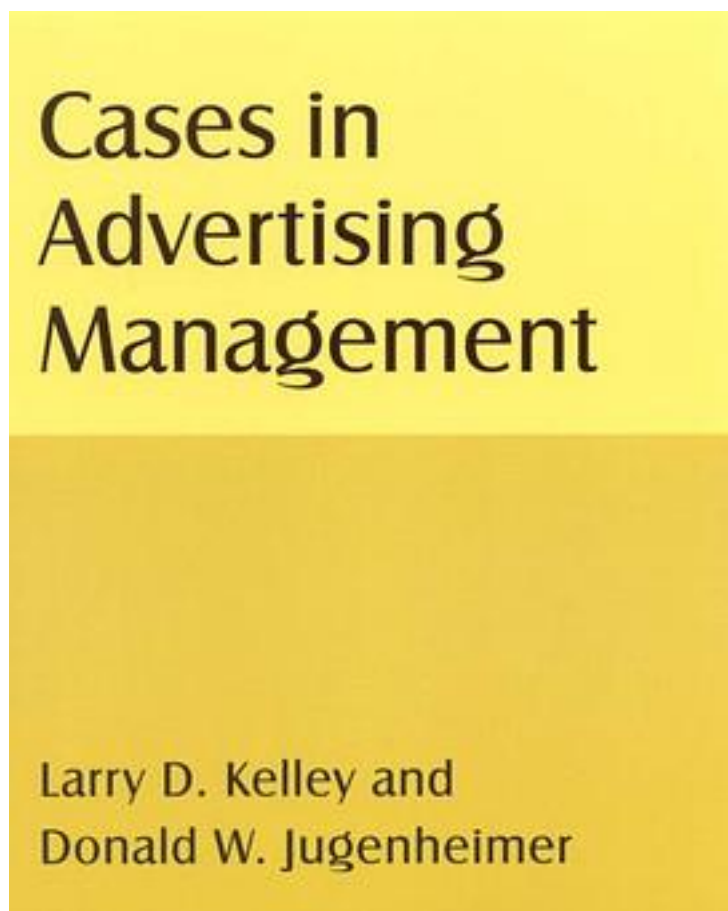


# Cases in Advertising Management



[Cases in Advertising Management\\_下载链接1](#)

著者:Natl Textbook Co

出版者:

出版时间:1992-7

装帧:

isbn:9780844233680

The cases collected together in this book are all about managing some aspect of advertising. They involve the kinds of decisions that have to be made by people working in the advertising business--that is to say, decisions that arise during the planning and implementation of advertising campaigns. In some cases

these are the kind of decisions you would probably expect to be making such as defining target audiences making creative and media choices and so on. In business however and particularly in advertising things rarely go according to plan and the manager therefore has to make decisions in possibly unfavorable circumstances about problems that probably could not have been foreseen. No book could hope to include cases covering all the types of problems you might ever encounter but those collected here offer you a wide selection. If you can cope with them successfully you will certainly have demonstrated your potential as a manager.

作者介绍:

目录:

[Cases in Advertising Management\\_下载链接1](#)

标签

评论

-----  
[Cases in Advertising Management\\_下载链接1](#)

书评

-----  
[Cases in Advertising Management\\_下载链接1](#)