

# Advertising and New Media



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出版者:Routledge

出版时间:2007-12-26

装帧:Hardcover

isbn:9780415430340

This clear and comprehensive introduction explores the evolving relationship between new media, advertising and new media consumers. Tracing the shift from 'mass' media to 'my' media, "Advertising and New Media" critically evaluates the social and cultural implications on increased interactivity and consumer creativity for the future of advertising. With an international focus, this book includes: case studies and examples of advertising campaigns and media that illustrate the impact of new media consumers on advertising practices, tables and figures that support differentiated analyses of the impact of changing media consumption patterns on mass media, quotes from interviews with industry practitioners that provide first hand insights on the impact of new media on advertising. Examples are drawn from the USA, the UK, Europe, China and Australia to provide a thorough and well-balanced assessment and the implications of these trends for the future of advertising.

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