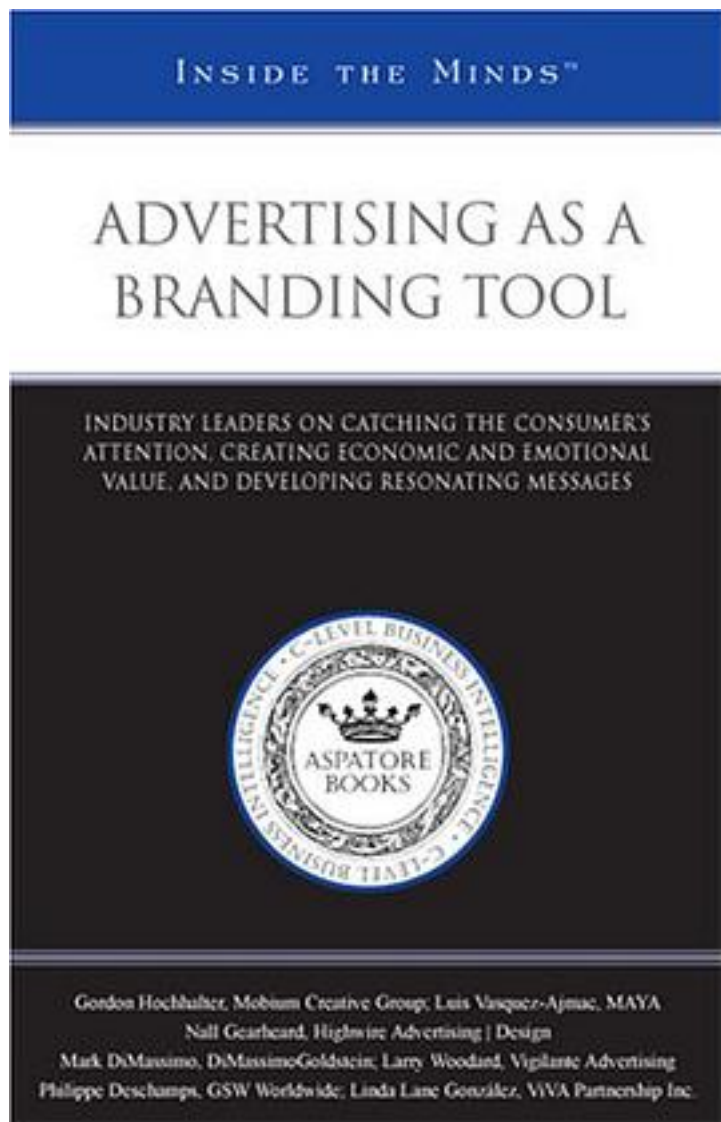


Advertising as a Branding Tool



[Advertising as a Branding Tool_下载链接1_](#)

著者:Aspatore Books 编译

出版者:

出版时间:2008-1

装帧:

isbn:9780314986733

Advertising as a Branding Tool is an authoritative, insiders perspective on the key strategies for utilizing advertising to lead clients strategically and help them attain market share. Featuring presidents and CEOs representing some of the nations leading advertising agencies, this book provides a broad, yet comprehensive overview of the key considerations involved in brainstorming and developing advertising campaigns that gain customer support and loyalty. Discussing the importance of connecting with the consumer on a personal level, these authors articulate the finer points of an industry in which sending a resonating message can expand your customer base and translate into increased revenues. From targeting the client's audience to measuring consumer opinions and response, these authorities offer practical and adaptable strategies for partnering with clients to build creative and attention-getting campaigns.

作者介绍:

目录:

[Advertising as a Branding Tool_ 下载链接1_](#)

标签

评论

[Advertising as a Branding Tool_ 下载链接1_](#)

书评

[Advertising as a Branding Tool_ 下载链接1_](#)