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Chapter 6: Rethinking Message Strategies: The Difference between Thin and Thick Slicing

Traditional Approaches to Effective Communication; Measuring Effects of Conscious Processing; Advertising Directed at Unconscious Processing; Measuring Effects of Unconscious Processing; Conclusion; Chapter 7: Managing the Unthinkable: What to Do When a Scandal Hits Your Brand; What is a Scandal?; Framework for Managing a Scandal; Spillover Brands; Conclusion; Appendix; Chapter 8: Managing Public Reputation; Concepts, Framework, and Processes; Conclusion; Chapter 9: The Contribution of Public Relations in the Future; Credibility; Public Relations as a Broader View of the Market

Accountability and Measured Performance; Conclusion; Chapter 10: Using THREE I Media in Business-to-Business Marketing; Personal Selling Cycle in B-to-B Organizations; Expanding the Role of Marketing in B-to-B with Multimedia; New Enabling Role of Smart and Rich Multimedia-THREE I; THREE I Case Examples; Conclusion; Chapter 11: Communicating with Customers; Companies Need Both an Advertising Strategy and a Commitment Strategy; Managing Communication through Commitments; Designing a Commitment Strategy; Role of Internal Communications; Commitments and Integrated Marketing; Appendix

Chapter 12: Changing the Company; Marketing and Operating Systems; Marketing 1.0/2.0/3.0; Marketing Research and Development; Compensation; Chapter 13: The Integration of Advertising and Media Content: Ethical and Practical Considerations; Historical Perspective on Advertising and Media; Moving On; A Way Forward; Where to Draw the Line; The Fork in the Road; About the Contributors; Index

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#### Sommario/riassunto

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In *Kellogg on Advertising and Media*, members of the world's leading marketing faculty explain the revolutionized world of advertising. The star faculty of the Kellogg School of Management reveal the biggest challenges facing marketers today- including the loss of mass audiences, the decline of broadcast television advertising, and the role of online advertising- and show you how to advertise successfully in this new reality. Based on the latest research and case studies, this book shows you how to find and engage audiences in a chaotic media climate.

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