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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
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Sommario/riassunto

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.
