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Lingua di pubblicazione	Inglese
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Note generali	Includes index.
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Nota di contenuto	Cover -- Contents -- Guided tour -- Preface -- Overview of the book -- Design features and presentation -- Support materials -- Acknowledgements -- Publisher's acknowledgements -- Chapter 1 An introduction to advertising -- Aims and learning objectives -- Minicase: Painting through insight -- Introduction -- Brief background and development of advertising -- ViewPoint 1.1 A glass and a half of chocolate advertising -- The significance and scope of the advertising industry -- The nature and role of advertising in society -- ViewPoint 1.2 Stroking the public good -- Definitions - what is advertising? -- Types of advertising -- ViewPoint 1.3 Bricking it with the BDA -- Advertising and communication -- Engagement and the role of advertising -- ViewPoint 1.4 Attracting new teachers through behavioural engagement -- Chapter summary -- Review questions -- Chapter references -- Chapter 2 OK, so is this the right meaning? -- Aims and learning objectives -- Minicase: Finding a Match.com -- Introduction -- The core model of communication -- ViewPoint 2.1 Understanding Chinese office coffee drinkers -- Factors that influence the communication process -- The influencer model of communication -- ViewPoint 2.2 Opinion leadership in action -- The interactional model of communication -- Other types of communication -- Source characteristics -- Establishing credibility -- ViewPoint 2.3 Smoking seeks credibility -- Cognitive processing -- Attitudes -- Using

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The book covers advertising from top to bottom, with extensive coverage of traditional and contemporary approaches to all advertising media and a wealth of contemporary examples from around Europe and beyond. This book is the essential companion for undergraduate, postgraduate and professional students studying Advertising, Media and related subjects. &nbsp;

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