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ISBN	9781522517948 9781522517931
Descrizione fisica	1 online resource (3 volumes (xxi, 1806, xxxi pages)) : illustrations (some color)
Collana	Premier reference source Gale eBooks
Disciplina	659.1
Soggetti	Advertising Marketing Branding (Marketing)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Fundamental concepts and theories -- Development and design methodologies -- Tools and technologies -- Utilization and applications -- Organizational and social implications -- Managerial implications -- Emerging trends.
Sommario/riassunto	"This book is a comprehensive reference source for the latest scholarly material on emerging technologies, techniques, strategies, and theories for the development of advertising and branding campaigns in the modern marketplace. Featuring extensive coverage across a range of topics, such as customer retention, brand identity, and global advertising"--Provided by publisher.