

|                         |  |
|-------------------------|--|
| 1. Record Nr.           | UNINA9910373886203321  |
| Autore                  | Nelson-Field Karen   |
| Titolo                  | The Attention Economy and How Media Works : Simple Truths for Marketers // by Karen Nelson-Field   |
| Pubbl/distr/stampa      | Singapore : , : Springer Singapore : , : Imprint : Palgrave Macmillan, , 2020  |
| ISBN                    | 981-15-1540-9  |
| Edizione                | [1st ed. 2020.]  |
| Descrizione fisica      | 1 online resource (161 pages) : illustrations  |
| Disciplina              | 658.872  |
| Soggetti                | Business<br>Industrial management<br>Communication<br>Internet marketing<br>Social media<br>Digital media<br>Popular Science in Business and Management<br>Media Management<br>Media and Communication<br>Online Marketing/Social Media<br>Social Media<br>Digital/New Media   |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Includes index.  |
| Nota di contenuto       | 1. State of Play -- 2. Recipe for Good Media Research -- 3. How Advertising Works (So Far) -- 4. The Evolution of Media Buying -- 5. The Attention Economy is Coming (Fast) -- 6. Buying the Best Impression -- 7. Creating the Best Impression -- 8. Who Should You Impress (and Where Are They Hiding?) -- 9. The Magic 8 Ball.                      |
| Sommario/riassunto      | In a world of fake news, fast facts and seriously depleted attention stamina, this book offers a considered voice on the advertising chaos that colours our rapidly changing media environment. Rather than simply herald disruption, Karen Nelson-Field starts an intelligent conversation on what it will take for businesses to win in an attention |

economy, the advertising myths we need to leave behind and the scientific evidence we can use to navigate a complex advertising and media ecosystem. This book makes sense of viewability standards, coverage and clutter; it talks about the real quality behind a qCPM and takes a deep dive into the relationship between attention and sales. It explains the stark reality of human attention processing in advertising. Readers will learn how to maximise a viewer's divided attention by leveraging specific media attributes and using attention-grabbing creative triggers. Nelson-Field asks you to pay attention to a disrupted advertising future without panic, but rather with a keen eye on the things that brand owners can learn to control. Karen Nelson-Field is the Founder and Executive Director of Amplified Intelligence and Professor of Media Innovation at The University of Adelaide, Australia. Karen is a globally acclaimed researcher in media science, is a regular speaker on the major circuits, and has secured research funding from some of the world's largest advertisers. Her first book, *Viral Marketing: The Science of Sharing*(2013), set the record straight on hunting for 'viral success'. Her work has been noted in *The New York Times*, *Bloomberg Business*, *CNBC*, *Forbes*, *Wall Street Journal*, *Huffington Post*, *Contagious* and *The Drum*, and she is a regular media writer for the *Australian Financial Review*. Karen's commercial work combines tech and innovative methodological design to look closely at attention metrics in a disrupting digital economy.

---