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Nota di contenuto	1. How does advertising function in general? -- 2. What are the three advertising strategies? -- 3. How does standardized advertising strategy work? -- 4. How does targeted advertising strategy work? -- 5. How does individualized advertising strategy work? -- 6. How to gather consumer insights for advertising -- 7. How to incorporate consumer insights into advertising -- 8. How to integrate different advertising strategies together -- Notes -- References -- Index.
Sommario/riassunto	As the media landscape has evolved over the past few years, especially with the emergence of interactive media and social media, the philosophy of advertising is significantly changing. Most businesses realize that the days when they relied on three national networks (ABC, NBC, and CBS) and a few national newspapers to advertise are gone; thus, they begin to find alternatives to standardized advertising. Many of them begin to adopt more individualized advertising approaches, empowered by the Internet technologies. Although a few high-technology companies--such as Google, Facebook, and Amazon--are showing success in delivering individualized advertising messages to consumers, this approach (including both personalization and customization) is not suitable for all businesses. The problem is that many companies don't know what strategy is the best for their business. The purpose of this book is to describe in detail and discuss the pros and cons of each of the three fundamental strategies of

advertising: standardized, targeted, and individualized. The importance of collecting consumer insights and incorporating those insights into advertising messages will be highlighted. No single strategy is absolutely more effective than the others; however, here you are given a real strategy based on a scrutiny of the value proposition of the business and expectations of consumers.
