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Altri autori (Persone)	JonesJohn Philip
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Nota di contenuto	Cover; Contents; Chapter 1 - Introduction: The Advertising Business; Part I - How Agencies Operate; Chapter 2 - Agency Management: Some Secrets; Chapter 3 - The Account Executive in an Advertising Agency; Chapter 4 - Account Planning; Chapter 5 - The Advertising Creative Process; Chapter 6 - The Art Director; Chapter 7 - Budgeting for Advertising and the Advertising-Intensiveness Curve; Chapter 8 - Advertising Media: A Changing Marketplace; Chapter 9 - The Media Buyer in the Advertising Agency; Chapter 10 - Advertising Agency Compensation Systems Chapter 11 - New Business Activity: Account ReviewsChapter 12 - The Culture of an Advertising Agency; Part II - Creative Aspects; Chapter 13 - Strategy in Advertising; Chapter 14 - Television Advertising: Learning Without Involvement; Chapter 15 - Humor in Television Advertising: A Practitioner's View; Chapter 16 - Humor in Television Advertising: A Researcher's View; Chapter 17 - Celebrities in Advertising; Chapter 18 - Emotion and Advertising; Chapter 19 - Hierarchies of Effect: Advertising Theories; Chapter 20 - Cognitive Dissonance and Selective Perception: Their Relevance to Advertising

Chapter 21 - The Creative Characteristics of Successful Television Advertising; Chapter 22 - Comparative Advertising; Chapter 23 - The Unique Selling Proposition and Usage-Pull; Chapter 24 - Truth and Weasels; Chapter 25 - Television Production Costs; Part III - Media Aspects; Chapter 26 - Media-Medium-Mediorum: Media Definitions; Chapter 27 - Television Advertising: Continuity Scheduling (Advertising Without Gaps); Chapter 28 - What Does Effective Frequency Mean Today?; Chapter 29 - Barter Syndication; Chapter 30 - Cable Television; Part IV - Sales Promotions and Specialist Media  
Chapter 31 - Trends in Promotions; Chapter 32 - Integrated Marketing Communications and How It Relates to Traditional Media Advertising; Chapter 33 - Integrated Marketing Communications in Practice; Chapter 34 - A Road Map to On-Line Marketing Strategy; Chapter 35 - Direct Marketing; Chapter 36 - Direct-Response Advertising: Creative Principles; Chapter 37 - Promotions and Advertising: Comparison of Effectiveness; Chapter 38 - Specialty Advertising; Chapter 39 - Event Marketing; Chapter 40 - Sports Marketing and the Super Bowl; Chapter 41 - Business-to-Business Advertising  
Chapter 42 - Product Packaging: The Silent Salesman; Chapter 43 - Public Relations and Advertising; Part V - Legislation and Ethics; Chapter 44 - The Supreme Court of the United States and First Amendment Protection of Advertising; Chapter 45 - Ethics of Advertising: Oxymoron or Good Business Practice?; Name Index; Subject Index; About the Contributors

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Sommario/riassunto

The contributors to this volume are a mixture of academics and professionals from around the world. They address agency operation, creativity, media planning, operations and speciality advertising.

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