1. Record Nr. UNINA9910480787703321 Autore Jones John Philip **Titolo** Fables, fashions, and facts about advertising [[electronic resource]]: a study of 28 enduring myths / / John Philip Jones Thousand Oaks, Calif.; London,: SAGE, c2004 Pubbl/distr/stampa **ISBN** 1-4522-0461-6 1-4522-2209-6 Descrizione fisica 1 online resource (329 p.) Disciplina 659.1 Soggetti Advertising Industrial publicity Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Monografia Livello bibliografico Note generali Description based upon print version of record. Includes bibliographical references (p. 245-251) and index. Nota di bibliografia Nota di contenuto Cover: Contents: Epigraph: Preface: Acknowledgments: Part I: Advertising's Relationship to Business Generally and to the Consumer: 1 - Why Advertisers Advertise; 2 - Overpromise and Underdelivery; 3 -Added Values; Part II: Advertising Strategy and the Difficulty of Locating Target Consumers, the Development of Creative Ideas, and Facts About How Much Advertising Produces an Effect; 4 - "Why Exactly Am I Spending All This Money?"; 5 - How Many Fish Are There in the Pool? And Where Are They?; 6 - The Advertising Imagination; 7 - Bursting the Dam Wall Part III: Advertising Investments, Promotional Expenditures, Media Strategy, and Media Tactics8 - Overspending and Underspending; 9 -Margins and How to Slice Into Them: 10 - Fishing in Different Parts of the Pool; 11 - Regularity and Frequency; 12 - The Gatekeeper; 13 - The Main Source of a Manufacturer's Profit; 14 - Looking Before You Leap; 15 - Consumer Perceptions-and the Cash Register; 16 - Wheels and Their Reinvention; 17 - The Global Village; 18 - The Cinderella of Business; 19 - Volcanoes and Their Extinction; Part VII: Sources of

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Helping students recognise the forest despite the trees, this text is completely current on the latest trends in advertising which has changed dramatically during the last decade.