

1. Record Nr.	UNINA9910664829103321
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Titolo	Concise encyclopedia of advertising / / Kenneth E. Clow, Donald Baack
Pubbl/distr/stampa	New York : , : Routledge, , 2012
ISBN	0-7890-2211-7 1-317-78730-7 1-315-80869-2 1-317-78731-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (228 p.)
Altri autori (Persone)	BaackDonald
Disciplina	228 659.103
Soggetti	Advertising
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published by Best Business Books and The Haworth Reference Press in 2005.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Half Title; Title Page; Copyright Page; Tableof Contents; Preface; Ability to Search; Acceleration Principle; Account Executive; Action-Inducing Conative Message Strategy; Adaptation; Administrative Complaint; Advertising Agency Selection; Advertising Appeal; Advertising Campaign Management; Affect Referral; Affective (Component of Attitude); Affective Message Strategy; Aided Recall; Alternative Media; Animation Execution; Appeal (Advertising); Attitude; Attitude or Opinion Test; Attribute Positioning; Authoritative Execution; Behavioral Evaluation of Advertisements Benefit Segmentation Better Business Bureau; Brand; Brand Equity; Brand Extension; Brand Image; Brand Message Strategy; Brand Parity; Brand Positioning; Brand Spiraling; Brand-Loyal Consumers; Business Buying Center; Business-to-Business Buying Process; Business-to-Business Segmentation; Buyer; Buying Community; Campaign Duration; Carryover Effects; Cause-Related Marketing; Cease and Desist Order; Children's Advertising; Clutter; Co-Branding; Cocooning; Cognitive (Component of Attitude); Cognitive Dissonance; Cognitive Mapping; Cognitive Message Strategy; Communication Communication Market Analysis Comparative Message Strategy;

Competitive Analysis; Competitor Positioning Strategy; Complementary Branding; Comprehension Test; Conative (Component of Attitude); Conative Message Strategy; Concept Testing; Conjunctive Heuristics; Consent Order; Constraint; Consumer Decision-Making Process; Consumer Promotion; Contests and Sweepstakes; Continuity; Cooperative Advertising Program; Cooperative Branding; Copytesting; Corporate Advertising; Corporate Image; Corporate Logo; Corrective Advertising; Cost per Rating Point; Cost per Thousand; Coupon; Creative

Creative Brief; Cultural Symbol Positioning Strategy; Customer Analysis; Cyberbait; Day-After Recall; Decay Effects; Deceptive and Misleading Advertisements; Decider; Decoding; Decorative Model; Demographics; Demonstration Execution; Derived Demand; Direct Marketing; Dramatization Execution; Dual-Channel Marketing; Effective Frequency and Effective Reach; Elaboration Likelihood Model; Encoding Process; Emotional Appeal; Emotional Message Strategy; Emotional Reaction Test; Evaluation of Alternatives (Purchasing Decision Process); Evaluation Criteria for Advertisements; Event Marketing; Evoked Set; Executorial Framework; Expert Authority; External Search; Family Brand; Family Life Cycle; Fantasy Execution; Fear Appeal; Federal Communications Commission; Federal Trade Commission; Flanker Brand; Flighting Schedule (Advertising Campaign); Focus Group; Food and Drug Administration; Freestanding Insert; Frequency; Gatekeeper; Generation X; Generic Message Strategy; Geodemographic Segmentation; Geographic Segmentation; Globally Integrated Marketing Communications; Green Marketing; Gross Impressions; Gross Rating Points; Hedonic Experiential Model; Heredity and Home Environment Hierarchy of Effects Model

Sommario/riassunto

At your fingertips? find advertising terms and concepts quickly and easily in this A-Z reference guide! As with many institutions, advertising has developed its own vocabulary. While some terms and concepts may overlap with other areas, many are used in a particular way and have specific meanings in advertising. The Concise Encyclopedia of Advertising is a comprehensive yet to-the-point compilation of terms and concepts used in the advertising industry. It provides brief, easy-to-understand definitions and explanations of common advertising terms and covers all major concepts used in
