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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 Tactics 8 - 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 Information 20 - The Expanding Universe of Information Bibliography; Glossary; Index; About the Author
Sommario/riassunto	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.

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