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Altri autori (Persone)	JugenheimerDonald W
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Preface and acknowledgments -- What is account planning? -- Situation analysis -- Understanding the customer -- Defining the target market -- Defining the benefit -- Brand personality -- Brand positioning -- The creative brief -- Media and account planning -- Measuring success -- Business-to-business case study: Recon software -- Packaged-goods case study: Chiffon margarine -- Retail case study : Kmart and Sears -- Index -- About the authors. Contents -- Preface and acknowledgments -- What is account planning? -- Situation analysis -- Understanding the customer -- Defining the target market -- Defining the benefit -- Brand personality -- Brand positioning -- The creative brief -- Media and account planning -- Measuring success -- Business-to-business case study: recon software -- Packaged goods case study: chiffon margarine -- Retail case study : Kmart and Sears -- Index.
Sommario/riassunto	Covers the critical role of the account planner in advertising. This work follows the logical progression of the account-planning task from start to finish, including understanding the customer, defining the target market, defining the benefit, brand positioning, the creative brief, and measuring success.

