

1. Record Nr.	UNINA9910813321103321
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Titolo	Fables, fashions, and facts about advertising : a study of 28 enduring myths // John Philip Jones
Pubbl/distr/stampa	Thousand Oaks, Calif. ; ; London, : Sage, c2004
ISBN	1-4522-3683-6 1-4522-0461-6 1-4522-2209-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (xvii, 310 p.)
Disciplina	659.1
Soggetti	Advertising Industrial publicity
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 245-251) and index.
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.
