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Edizione	[Rev. ed.]
Descrizione fisica	1 online resource (529 p.)
Disciplina	659.1
Soggetti	Advertising Selling Sales promotion - Management
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.
Nota di contenuto	COVER; CONTENTS; BASIC CONCEPTS OF PROMOTION AND COMMUNICATION; FUNDAMENTALS OF ADVERTISING; ADVERTISING RESEARCH; MARKETING AND ADVERTISING PLANNING; ADVERTISING AGENCY; MARKET ANALYSIS: SEGMENTATION AND TARGETING; CREATIVITY, CREATIVE STRATEGY AND COPYWRITING; ART DIRECTION; MEDIA PLANNING; PRINT MEDIA; ELECTRONIC MEDIA: TV-THE NEW GOLDEN GOOSE; ELECTRONIC MEDIA: RADIO; OUTDOOR AND TRANSIT MEDIA; MEDIA OF THE NEW MILLENNIUM-INTERNET; ADVERTISING REGULATION; WORD OF MOUTH ADVERTISING; DIRECT MARKETING; SALES PROMOTION; PUBLIC RELATIONS; NATURE AND SCOPE OF SALES MANAGEMENT SALES MANAGEMENT, PERSONAL SELLING AND SALESMANSHIP PERSONAL SELLING OBJECTIVES; SALES - RELATED MARKETING POLICIES; PERSONAL SELLING STRATEGY; THE JOB OF A SALES MANAGER; SALES ORGANISATION; PERSONNEL MANAGEMENT IN THE SELLING FIELD; RECRUITING SALES PERSONNEL; SELECTING SALES PERSONNEL; SALES TRAINING; EXECUTION AND EVALUATION OF SALES

TRAINING PROGRAMMES; MOTIVATION AND MORALE OF SALES PERSONS; COMPENSATING SALES PERSONS; MANAGEMENT OF SALES EXPENSES; SALES MEETINGS AND SALES CONTESTS; CONTROLLING SALES PEOPLE - EVALUATION AND SUPERVISION; SALES BUDGET; SALES QUOTAS; SALES TERRITORIES
SALES CONTROL AND COST ANALYSIS
CASE STUDIES

Sommario/riassunto

Between the covers, the book discusses the entire marketing communication package consisting of advertising, publicity, public relations, direct marketing and sales promotion. Apart from mass communication, person-to-person communication in the form of personal selling is also covered in sufficient details. The role of media and media planning has been elaborated. The working of advertising agencies too has been covered. Advertising copywriting both for print media and electronic media has been discussed. In short, this book is a very useful companion for those interested in advertising, commu
