

1. Record Nr.	UNISOBVAN0107390
Autore	Berman, Margo
Titolo	The blueprint for strategic advertising : how critical thinking builds successful campaigns / Margo Berman
Pubbl/distr/stampa	New York, : Routledge, 2016
ISBN	978-07-656-4657-6 978-13-17-21161-7 978-13-17-21162-4
Descrizione fisica	XVI, 208 p. ; 24 cm
Disciplina	659.111
Soggetti	Strategic planning Advertising Critical thinking
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	The Blueprint for Strategic Advertising's step-by-step approach takes a comprehensive and exclusive look into the strategic use of visual, verbal, social media, integrated, and global of advertising communication. Its deconstructive process analyzes one aspect at a time, creating an invaluable research tool that students, professors, small business owners and entrepreneurs will refer to, time and again. This useful guide will concentrate on how strategy is integrated into visual and verbal ideation. Berman's compact, content-rich guide offers chapters detailing social media, user-centered interactive advertising, and presentation strategy, closing with the creation of a 'blueprint' to strategizing globally. Features include a handy reference guide to powerful strategizing, an exploration of strategies for myriad media and messaging vehicles, and an examination of the strategic implementation of the visual and verbal union. This guide will be useful to students in advertising, marketing, and business courses as well as advertising professionals and entrepreneurs, outside the classroom.

2. Record Nr.	UNIORUON00422204
Autore	LEAUTAUD, Paul
Titolo	11.: Janvier 1935 - Mai 1937 / de Paul Léautaud
Pubbl/distr/stampa	Paris, : Mercure de France, 1961
Descrizione fisica	380 p. ; 21 cm.
Disciplina	070.92
Soggetti	GIORNALISMO LETTERARIO
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia