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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part one Overview of advertising and promotion -- 1. What is advertising and promotion? -- 2. Perspectives on advertising -- Part two Planning considerations -- 3. What it takes for successful advertising and promotion -- 4. The strategic planning process -- Part three Laying the foundation -- 5. Target audience considerations -- 6. Consumer decision-making -- 7. Positioning strategy -- 8. Communication strategy -- 9. Media strategy -- Part four Making it work -- 10. Processing the message -- 11. Creative tactics -- 12. Promotion tactics -- 13. Creative execution -- 14. Integrating advertising and promotion -- Index.
Sommario/riassunto	The authors deal with advertising from a strategic perspective. They begin with a broad look at what advertising is meant to do and then provide the reader with the keys to developing effective advertising and promotion campaigns.