

1. Record Nr.	UNISA996526877003316
Autore	Percy Larry
Titolo	Strategic advertising management [[electronic resource] /] / Larry Percy, John R. Rossiter, Richard Elliott
Pubbl/distr/stampa	Oxford, : OUP, 2001
ISBN	9781684696543 (e-book) 9780198782322 (pbk.)
Descrizione fisica	1 online resource (xxi, 288 p.) : ill
Altri autori (Persone)	RossiterJohn R ElliottRichard H
Disciplina	659.1
Soggetti	Strategic planning Advertising - Management Sales promotion Communication in marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
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	This is a comprehensive textbook covering all areas of integrated marketing communications and combining rigorous empirical research with a wider perspective on the social and cultural aspects of advertising. Percy, Rossiter, and Elliott deal with advertising from a strategic rather than simply a descriptive standpoint, starting out with a broad look at what advertising is meant to do and then going on to provide the reader with an understanding of what it takes to develop effective advertising and promotion. The book contains numerous

examples of successful advertising images alongside accompanying commentary to illustrate just what goes into making an effective advert. There are also a number of extended advertising case histories which are used to illustrate the application of the various theories discussed, and each chapter concludes with a number of empirical exercises and a range of discussion and essay questions.
