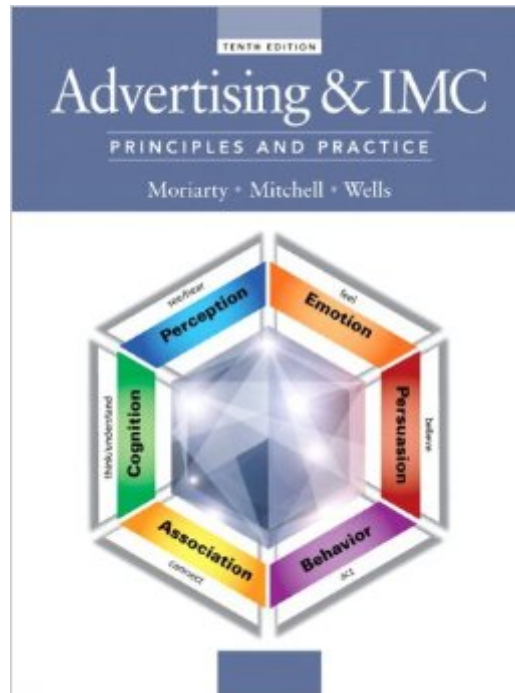


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Advertising & IMC: Principles And Practice, 10th Edition



Synopsis

For introductory courses in advertising. • An accessible, well-written, and student-friendly approach to advertising. • Advertising tracks the changes in today's dynamic world of media and marketing communication "as well as the implications of these changes to traditional practice" and presents them to students through an accessible, well-written approach. The Tenth edition highlights the increasing importance of consumers as the driving force in today's advertising strategies, social media, and the Internet evolution/revolution. It also includes an increased IMC and brand focus. • MyMarketingLab for Advertising is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams "resulting in better performance in the course" and provides educators a dynamic set of tools for gauging individual and class progress. • This program will provide a better teaching and learning experience "for you and your students. Here's how: • Improve Results with MyMarketingLab: MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Increased Integrated Marketing Communication (IMC) Focus: The broader focus of IMC in this edition includes all the various forms of marketing communication "multi-platform, as well as multimedia" and the discussion is embedded seamlessly throughout the book. Keep your Course Current and Relevant: New examples, exercises, and research findings appear throughout the text. • Note: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0133763536/ISBN-13: 9780133763539. That package includes ISBN-10: 0133506886/ISBN-13: 9780133506884 and ISBN-10: 0133575950/ISBN-13: 9780133575958. • MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor.

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Customer Reviews

I have a different perspective than most of the reviews I've read so far here on .com. I am a practitioner at a big, good advertising agency in New York City. I have worked in other agencies in San Francisco and London as well, for some of the world's best marketers and brands. I think that Advertising & IMC offers a unique, foundational view of the industry. It takes a broad and long view, and offers many voices in its narrative. I couldn't disagree more with the reviewer that said it is the equivalent of a few searches on Google. This book offers a way for newcomers to get started understanding what is a complex industry that is constantly re-inventing itself. The book does this by providing views through lenses like history, regulation, economics, etc, to offer a deeper understanding. In this way it is nothing like the ad industry trade press, conferences, awards show annuals, search engines and other ways of coming at the topic that are of-the-moment but miss the big picture. Also, as a contributor to the book I think that they have great contributors. (-: Kidding aside, I think that taking a variety of perspectives via a diverse set of contributors is a great way of dimensionalizing things and bringing in different voices. I feel a lot of sympathy for the criticisms of the price of this book. While I don't completely understand the inner workings of the textbook publishing trade or how much it costs to produce and distribute such a book, the book is pricey. This is especially true given it is now in its 9th edition, and some of the content has been re-purposed from previous editions. And that most of its buyers are on student budgets.

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