



The Advertising Handbook

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Monografía

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Contenido: Marketing practices and processes -- Advertising and the modern world / Joseph Turow -- What is an advertising agency in the 21st century? advertising processes : from conception to execution and evaluation / Iain MacRury -- Branding, brand value and the hidden persuaders on eBay / Helen Powell -- Advertising, marketing and PR / Chris Hackley -- Changes in media, markets and marketing -- Media planning and buying / Helen Katz -- Digital advertising and AdTech : programmatic platforms, identity and moments / Andrew McStay -- Branded content : media and marketing integration / Jonathan Hardy -- Advertising regulation / Jonathan Hardy -- Promotional cultures, consumers and research -- Waving not drowning : understanding consumer behaviour in the age of big data / Helen Powell and Katy Parsons -- How does advertising work? / Paul Feldwick -- Advertising creativity / Iain MacRury -- Advertising, agencies and globalisation / Paul Springer -- Advertising across the BRICS/ Translocal campaigns / John Sinclair -- The future of marketing and agencies : the next 10 years for consumer engagement / Janet Hull -- Glossary -- Index

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