

# ADVERTISING

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47.0540	▲ 57.030	807.5	57.030
▲ 6760.70	▲ 5.7540	0.807	5.7540

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# Advertising Management

**Robert Lee Anderson, Thomas E. Barry**

## **Advertising Management:**

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Barry,1979-01-01 **Consumer Behaviour and Advertising Management** Conner Acevedo,2018-01-11 This book is designed to familiarise readers with a wide range of managerial issues faced by modern advertising strategies in planning implementing and controlling the advertising efforts of various enterprises It contains numerous examples of successful advertising images alongside accompanying commentary to illustrate just what goes into making an effective advertisement The positive role played by advertising in the market process has been largely ignored by academic economists It is only recently since the modern economic revolution that economists have realized the benefits of advertising and have joined the research agenda developed by researchers in marketing and other business fields Consumer Behaviour CB intended for students of MBA specializing in marketing undertakes detailed discussions to explain and analyse behaviour of Indian consumers and strategies used by marketers to deal with them Marketers need to understand the buying behaviour of consumers while designing their advertisements for the desired impact Advertisements play an essential role in creating an image of a product in the minds of consumers Advertisements must be catchy and communicate relevant information to consumers Understanding the needs of the consumer is really important when it comes to creating the right advertisement for the right audience Remember it is only through advertisements individuals are able to connect with your brand This book provides an excellent introduction to the topic of how reasons and emotions combine to shape the consumption experience by influencing the analytic hedonic social moral and even reptilian aspects of the human condition in the marketplace Thus the material presented here would be of interest as well as of great use to the students teachers and professionals in the field

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advertising is meant to do and then go on to provide an understanding of what is necessary in the development of effective advertising and promotion. The text has been fully updated and revised to include expanded chapter introductions and explicit key concepts. The chapters on Developing a Communication Strategy and Processing the Message have been significantly expanded as has the concluding part Integrating Advertising and Promotion. The authors use numerous examples of successful advertising images and a number of extended case histories to illustrate the application of the various theories discussed. Accompanying the new edition is a companion web site containing for lecturers PowerPoint slides with selected figures from the text and suggested classroom exercises and for students web links and additional questions. Book jacket **Advertising Management by Jay Bansal (SBPD Publications)** Jay Bansal, 2021-07-09 1 Advertisement

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