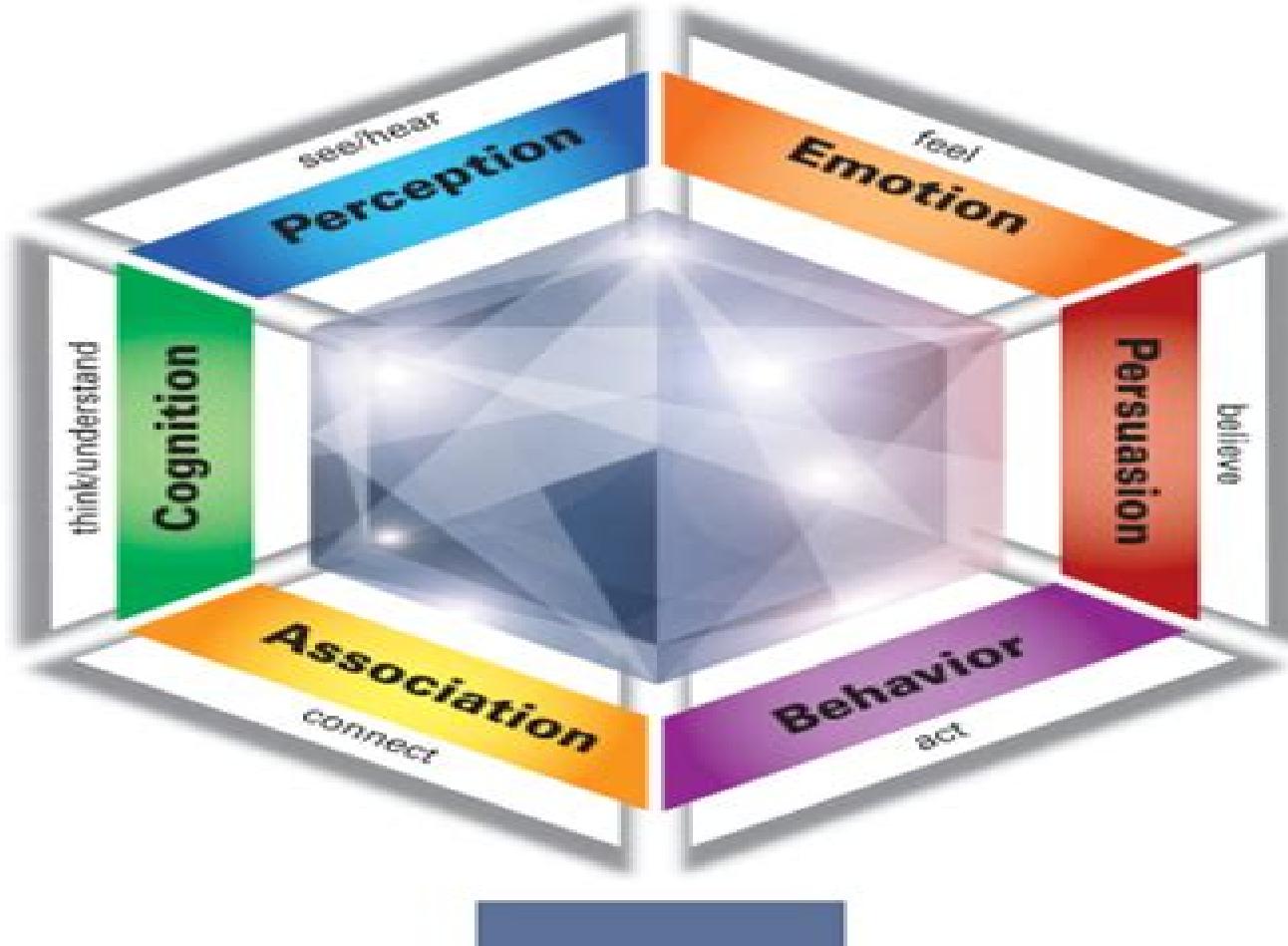


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Advertising: Principles and Practice Sandra Moriarty, Nancy D. Mitchell, William D. Wells, Robert Crawford, Linda Brennan, Ruth Spence-Stone, 2014-08-01 The 3rd edition of Advertising Principles and Practice is the only practical applied guide to the real world of advertising in Australasia using award-winning examples of how and why great advertising is achieved. It features new coverage of advertising's role within the integrated marketing communications IMC. Moriarty explores the ever-changing media landscape and encourages readers to think about the ways in which advertising operates as part of a broader communication strategy. How do you define great advertising? How do you encourage creativity in advertising? How can interactive and digital media add value to advertising? These questions and many more are comprehensively answered inside this Australian adaptation of the US text Advertising IMC Principles and Practice by Moriarty, Mitchell and Wells.

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