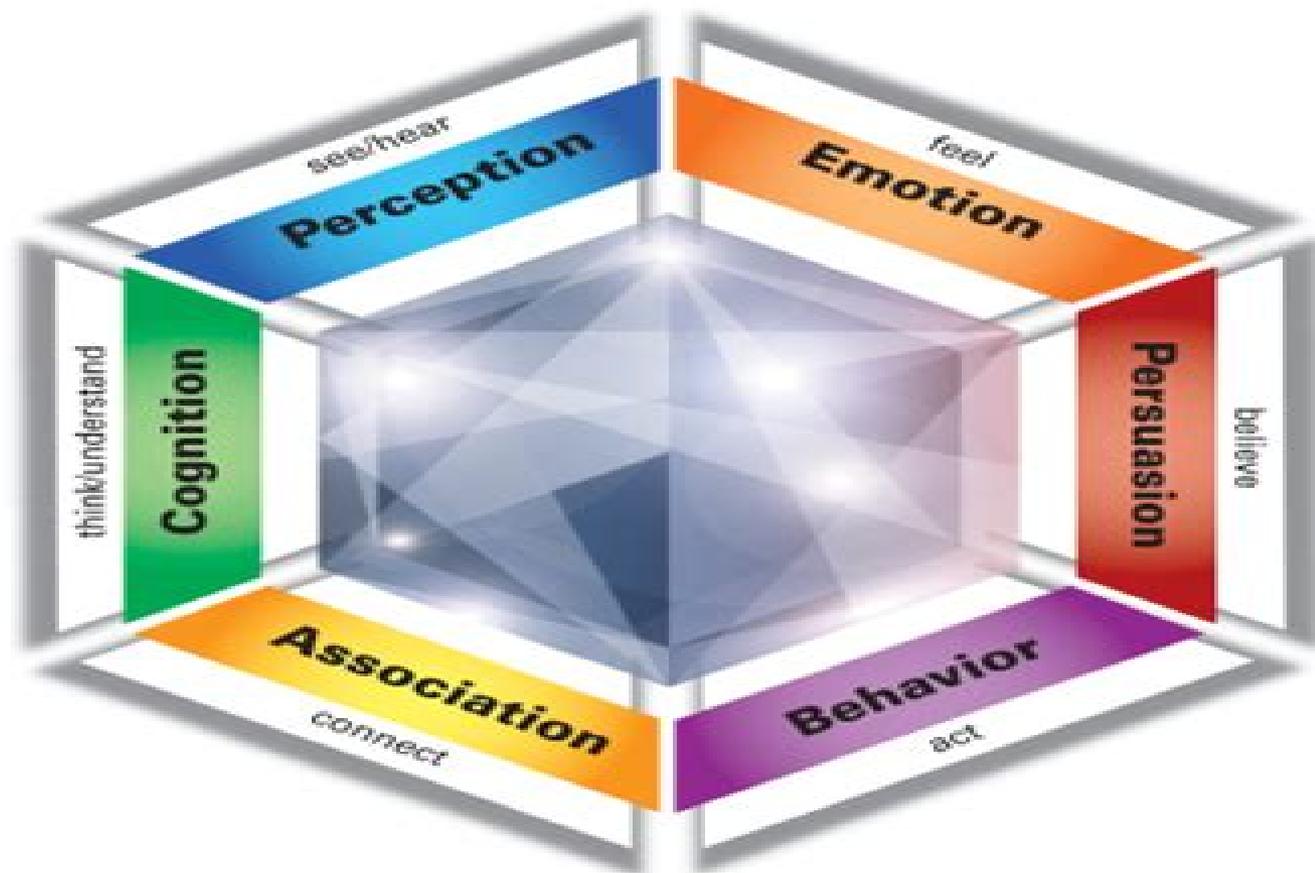


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Wells, Robert Crawford, Linda Brennan, Ruth Spence-Stone, 2014-08-01 The 3rd edition of Advertising Principles and Practice is the only practical applied guide to the real world of advertising in Australasia using award winning examples of how and 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 *Advertising Principles & Practices: Global Edition* Sandra Moriarty, Nancy Mitchell, William Wells, 2013-11-06 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 ninth 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 Advertising & IMC : principles & practice Sandra Ernst Moriarty, Nancy Mitchell, William Wells, Charles Wood, 2018-11-19 For courses in introductory advertising Increase the relevancy and effectiveness of marketing communications Advertising IMC Principles and Practice presents the strategic use of communications to engage different types of consumers Covering advertising public relations direct marketing promotion and more Advertising IMC uses examples of award winning brand campaigns contributions from experts and enduring principles and practices to provide students with a practical guide to executing integrated marketing communications And with a new author joining the team the 11th Edition features a significant reorganisation and revision of the material Now readers will understand not only the types of marketing communication possible but also their application of strategy and planning and how these areas work together ensuring students are prepared to deal with the latest industry practices in their future careers ADVERTISING & IMC SANDRA. MITCHELL MORIARTY (NANCY. WELLS, WILLIAM.), 2014 **Advertising and IMC** Sandra Moriarty, Nancy Mitchell, William D. Wells, 2018-04-16 NOTE This edition features the same content as the traditional text in a convenient three hole punched loose leaf version Student Value Editions also offer a great value this format costs significantly less than a new textbook Before purchasing check with your instructor or review your course syllabus to ensure that you select the correct ISBN For Student Value Editions that include MyLab™ or Mastering™ several versions may exist for each title including customized versions for individual schools and registrations are not transferable In addition you may need a Course ID provided by your instructor to register for and use MyLab or Mastering platforms For courses in introductory advertising This package includes MyLab Marketing Increase the relevancy and effectiveness of marketing communications Advertising

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