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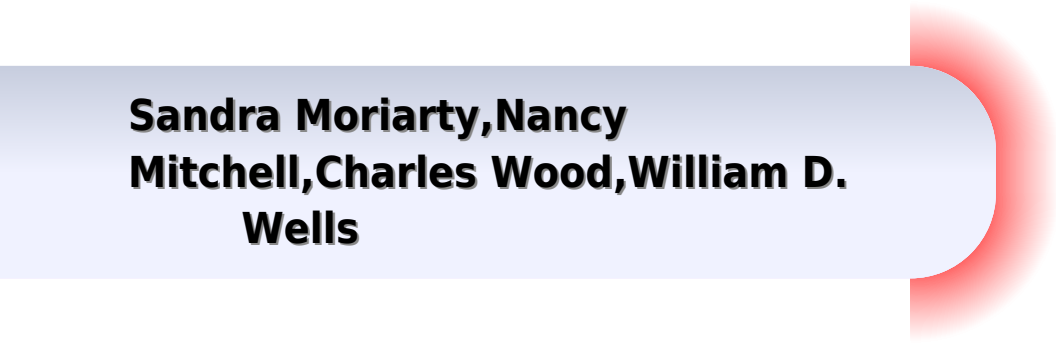
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Advertising Imc Principles And Practice 10th Edition

**Sandra Moriarty, Nancy
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Advertising Management Manukonda Rabindranath, Aradhana Kumari Singh, 2024-01-12 This book explores the concept of advertising and the different ways advertising is understood and evaluated It dives deep into planning designing and executing advertising campaigns on different mediums It discusses the theoretical and research parts of advertising by critically examining how over the years various hierarchical models and theories are developed by advertising experts It examines various models and theories that explain why and how advertising is successful in persuading customers target audiences to buy a product or accept an idea for behavioural change It will help readers to understand the significance of advertising and consumer psychology which has a critical role in purchasing a product or an idea

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Advances in Human Factors in Communication of Design Amic G. Ho, 2019-06-07 This book focuses on the

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

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