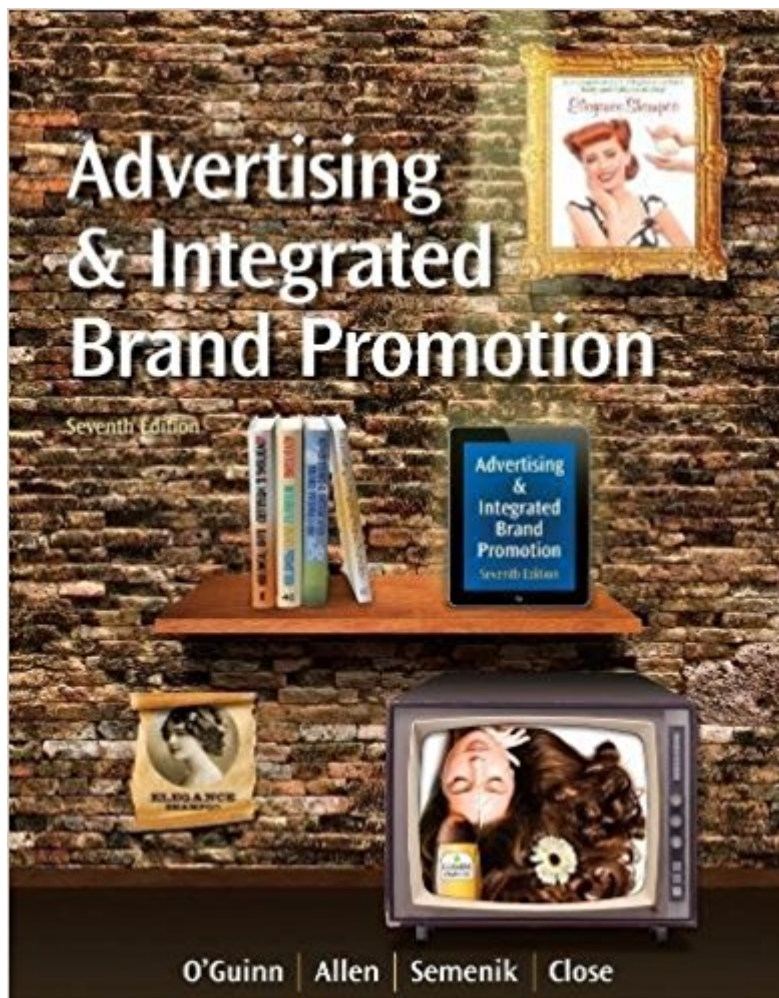


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Advertising And Integrated Brand Promotion (with CourseMate With Ad Age Printed Access Card)



Synopsis

Place yourself in the midst of today's fast-paced exhilarating world of advertising with O'Guinn/Allen/Semenik/Close's **ADVERTISING AND INTEGRATED BRAND PROMOTION, 7E**. This powerful and practical cutting-edge text draws from the authors' vast experiences in the boardroom and classroom to give you intriguing insights into advertising in the real world. With **ADVERTISING AND INTEGRATED BRAND PROMOTION, 7E** you'll see how good advertising is the result of hard work and careful planning. The comprehensive online companion to the printed text provides integrated discussion of video and other medium heretofore unavailable to be illustrated in traditional print delivery. A leader for its emphasis on integrated brand promotion, this edition combines a solid understanding of advertising strategy and important theory with real-world applications. The book's integrated learning experience gives you hands-on practice putting chapter concepts into action. This clearly written text brings a solid understanding of advertising strategy to life with more dynamic visuals and graphic examples than ever before. Today's most contemporary ads and exhibits combine with coverage of the latest practices and industry developments, including social media, design thinking, and an emphasis on globalization. The book's focus on real advertising practice is reflected in the book's contents that follows the same process as an advertising agency. Trust **ADVERTISING AND INTEGRATED BRAND PROMOTION, 7E** to equip you with the tools, knowledge, and practice to get results in advertising and business today.

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Customer Reviews

"I think it's a great use of resources for the students for a variety of reasons. First, students can see

more and learn more by looking at ads and videos online, rather than just in print. Second, Ad Age provides a lot of up-to-date information about advertising that would be out dated by the time it was printed in a textbook. Lastly, it seems hard for student's today to sit and read a textbook and get a lot from it. They need activity. By being able to go online, while reading the textbook, it makes learning material more active and effective for them." "I like the current design, photos/ sample ads and activities. It looks like the new design will offer even more current content/ activities for students that reflect contemporary needs in the advertising market."

Thomas C. O'Guinn, Ph. D., is Professor of Marketing at The University Of Wisconsin-Madison. He is also Research Fellow in the Center for Brand and Product Management, also at U.W.-Madison. Dr. O'Guinn has published widely. He has served on many editorial and advisory boards, and his research has won several awards. He has assisted several major marketers with their advertising and marketing. He is currently involved with UW-Madison's Design for Business Thinking initiative. He has never owned a mini-van. Chris Allen, Ph. D., is the Arthur Beerman Professor of Marketing at the University of Cincinnati. He has also held faculty positions at Northwestern University and the University of Massachusetts at Amherst. His research has investigated the influence of affect and emotion in decision-making and persuasive communication. Other published work has examined consumption issues in diverse domains such as determinants of household spending, motives for blood donation, fostering energy conservation, and the effects of news reporting on consumers' attitudes. It has appeared in numerous journals and compilations, including JCR, JMR, JM, JPP&M, JBR, Journalism Quarterly, Journal of Advertising, Harvard Business Review, Advances in Nonprofit Marketing, and Handbook of Consumer Psychology. Chris has served on the editorial review boards for JCR, JCP, JM and JA, and has been a frequent reviewer for programs such as the Ferber Award, and the AMA/Howard, ACR/Sheth, and MSI Dissertation Competitions. He has also served as program administrator for P&G's Marketing Innovation Research Fund--a funding source for dissertation research. He received his Ph.D. in Marketing and Consumer Psychology from Ohio State. Richard J. Semenik, Ph. D., is Professor of Marketing and former Dean of the College of Business at Montana State University-Bozeman, as well as founder and Executive Director of the College's Center for Entrepreneurship for the New West. Before coming to Montana State, Rich served as head of the Marketing Department at the Eccles School of Business at the University of Utah and Associate Dean for Research. He also has co-founded two companies. With expertise in marketing strategy, advertising, and branding, he has given numerous speeches and seminars across the United States, as well as in Ireland, Italy, the Netherlands, Finland, Mexico, Germany,

France, Belgium, and Scotland. He also has been a visiting research scholar at the Vrije Universiteit in Amsterdam, the Netherlands, and a visiting scholar at Anahuac Universidad in Mexico City, Mexico. His research has appeared in the Journal of Advertising, Journal of Consumer Research, and Journal of International Advertising, as well as the proceedings of the American Marketing Association and Association for Consumer Research conferences. He has consulted with major corporations, advertising agencies, and early stage start-up companies including IBM, Premier Resorts International, SFX Entertainment, the Van Gogh Museum (Netherlands), American Investment Bank, Printingforless.com, InfoGears, Scientific Materials, and LigoCyte Pharmaceuticals. Professor Semenik also served on the National Board of Directors of the American Advertising Museum and the Industry Relations Board of the American Academy of Advertising. He received his undergraduate degree from the University of Michigan, an MBA from Michigan State University, and a Ph.D. from The Ohio State University.

Angeline Close Scheinbaum teaches in the Department of Advertising and Public Relations in the College of Communication at the University of Texas at Austin. Her main research interest is in the area of event marketing--namely, how consumers' experiences at sponsored events influence attitudes and consumer behavior. Her research explains how to engage consumers with events, how to uncover drivers of effective event sponsorships, how entertainment impacts affect toward events/purchase intention toward sponsors, what the role of sponsor-event congruity is, and why consumers may resist events. Professor Close Scheinbaum also researches consumers' experiences with electronic marketplaces-online experiences and how they interplay with on-ground events. She has contributed over a dozen peer-reviewed research publications and book chapters. They have appeared in the Journal of the Academy of Marketing Science, Advances in Consumer Research, Journal of Advertising Research, and Journal of Business Research, among others. This research has been featured on CBS and in the New York Times, the Los Angeles Times, New Scientist, the St. Petersburg Times, and the Las Vegas Review-Journal. Close Scheinbaum also brings experience as a marketing research consultant, and she has contributed research projects for Hallmark, Coca-Cola, Dodge, Ford, Cingular, New Media Institute, Harvey's Grocery, United Community Bank, AT&T, Fashion Show Mall, Suzuki, Tour de GA, Road Atlanta, Red Rock Country Club, Lexus, and Shell. Prior to joining the University of Texas, she served the University of Nevada, Las Vegas's business faculty for five years. Prior to that, she studied advertising and marketing at the University of Georgia's Grady College of Journalism & Mass Communication and the Terry College of Business. Close Scheinbaum also has gained global experience while studying abroad in Madrid, Spain, and Avignon, France.

Excellent book, great content! The theory works for my classes perfectly and I just update the examples.

Decent textbook. Digital version worked out great for class. Searchable texts makes studying so much easier!

The book was very informative, I learned a lot from it.

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Excelent product

good thank you

Note- I did not purchase from this seller but wanted to review the productI bought an online version of this book from the actual publishers and use the online Mindtap service for an upper-level college marketing class. I dislike the tone of voice in this book...it seems condescending at times and is written at a 5th grade level. Sentences are very repetitive and wordy. The interface for the online service also is very wonky.I will say, I do like the online version for the fact of how it is divided up. Instead of chapter sections spanning across many pages, the publishers divided each section into their own pages. For example, Topic 1-b of chapter one, (although in normal context would span across many pages) is one large page. When you click next, you go to topic 1-c. This makes the text seem more organized and makes the read seem much faster.

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