



Strategic Advertising Management

By Larry Percy, Richard Rosenbaum-Elliott

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Integrating theory with application and presenting numerous real-life examples, *Strategic Advertising Management*, Fourth Edition, offers a systematic look at advertising within a theoretical and strategic planning framework. Authors Larry Percy and Richard Rosenbaum-Elliott present an overview of "how advertising works," discuss what is required from a manager in order to develop an effective communication plan, and equip students with the skills necessary for successfully applying strategy to various processes in advertising. A Companion Website includes resources for students and instructors.

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Review

'Strategic Advertising Management is a comprehensive textbook covering all areas of integrated marketing communications and combining rigorous empirical research with a wider perspective on the social and cultural aspects of advertising.. . The book contains numerous examples of successful advertising images alongside commentary illustrating just what goes into making an effective advert.' JISSM Vol 7 No 2,

About the Author

Larry Percy is Visiting Professor at Copenhagen Business School and Luiss Business School, Rome, and International Consultant in Marketing Communications and Brand Strategy. Richard Rosenbaum-Elliott is Professor of Marketing and Consumer Research at the University of Bath School of Management, and Fellow of St Anne's College, Oxford.

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