

## Kleppners Advertising Procedure

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Procedure Instructor's Manual with Tests Kleppner's Advertising Procedure, Student Value Edition *Thomas Russell Otto Kleppner Thomas Russell Otto Kleppner Otto Kleppner Nogid Thomas J. Russell W. Ronald Lane Otto Kleppner Russell Otto Kleppner Thomas Russell Otto Kleppner Otto Kleppner Otto Kleppner Thomas Russell Otto Kleppner Otto Kleppner Ron Lane*

includes glossary index

completely revised this introduction to advertising as both an art and science provides a broad overview of advertising issues and functions it places the advertising function within a contemporary integrated marketing framework showing how the advertising function must be co ordinated with all other aspects of communications within the matrix of the total business function students explore not only the history purpose and the role of advertising in our multi faceted economy but learn the specific techniques for planning media use following the creative process and planning campaigns there is also an instructor s manual with a video guide available isbn 0 13 206814 1

covering the entire field of advertising with special emphasis on imc and new technologies it places advertising within a contemporary integrated marketing framework to demonstrate how advertising must be coordinated with all other aspects of marketing communications the book covers four basic concept of advertising the place of advertising planning the advertising managing the advertising and media account people and creative people in the field of marketing communication branding integrated communications and new media advertising

dit is het e book uittreksel behorend bij het boek kleppner s advertising procedure 1e druk isbn 9780132308298 van w ronald lane karen whitehall king j thomas russell uittreksels van studentsonly bieden je een goede manier om de stof uit het boek nog sneller en makkelijker

onder de knie te krijgen ze geven beknopt in ca 10 van het aantal pagina's van het boek een compleet overzicht van alles wat belangrijk is in het uittreksel wordt regelmatig naar pagina's paragrafen tabellen of figuren in het boek verwezen het is dan ook moeilijk te gebruiken zonder het boek maar des te beter samen met het boek bron flaptekst uitgeversinformatie

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