

The second edition of Percy and Elliotts Strategic Advertising Management continues to deal with advertising from a strategic rather than simply a descriptive standpoint and covers all the main topics on an Advertising Management module. The authors look first at what advertising is meant to do, and then go on to provide an understanding of what is necessary in the development of effective advertising and promotion. The text has been fully updated and revised to now include expanded chapter introduction, explicit chapter objectives, and learning outcomes. The chapters on Communication Strategy and Processing the Message have been significantly expanded, as well as the material on Integrated marketing Communications in the final chapter. The authors use numerous examples of successful advertising images and a number of extended case histories to illustrate the application of the various theories discussed. Companion Web Site: Accompanying the new edition will be a comprehensive companion web site containing, for lecturers: Powerpoint slides and questions and exercises to test students; and for students: links to IPA case histories, web links, references to further reading, and questions and exercises.

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