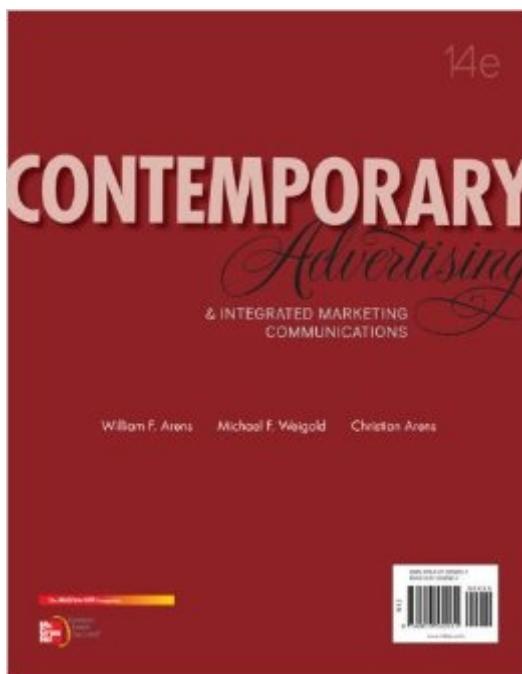


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Contemporary Advertising And Integrated Marketing Communications, 14th Edition



Synopsis

Presenting Advertising as it is actually Practiced. Known for its current examples, the author's ability to pull from real-world experiences, and clear writing style, the 14th edition of Contemporary Advertising is a popular favorite among Advertising faculty and students. Taking a comprehensive view of the industry, this text presents advertising from the creative stand-point, and the authors draw from their industry experience to lend life to the examples. This text continues to address the importance of Integrated Marketing Communications (IMC) in the field of Advertising and how it impacts advertising strategy through featured examples of IMC campaigns.

Book Information

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Customer Reviews

Maybe I'm a little biased, because Mr. Arens was my professor while I attended San Diego State. I really never knew how good this book was until I started working in Advertising. I highly recommend it for anyone who is looking to have a better understanding of this field or for anyone who is considering it as a career. Good for any side of advertising (i.e. creative, account, traffic, etc...)

This is not only contemporary, but comprehensive. An excellent text that covers the range of history that leads to today's form of advertising, showing what has worked in the past, the present, and through the ages. The text has excellent explanations of specific campaigns. Examples such as the rise of Mountain Dew, and how it became the strong brand today from the original drink mixer for moonshine is but one such example. The text covers workflow and patterns that are unique to ad

creation and leads the reader through the process through detailed copy, real world examples, and finished products. Perhaps one of the surprising chapters is the production techniques. Too many come out of school with what they think are the goods on good advertising, but missing the boat on production and the inherent limitations and production efforts involved. While not a how-to, the text certainly explains the processes. The text goes into great length about how different forms of media use advertising. Radio is to Billboards as print is to television, so the various sub types, buying patterns, influences and importance of each is well covered. Overall a great resource for the classroom as well as some catch up reading for those confined to one form of media when branching out. This should be in every agency's library.

Great reference for marketing communications from advertising to sales promotion for new comers to the field. Good resource for small businesses as well. Outstanding examples throughout the text. Very readable, but could be more concise.

I purchased this for an online advertising course I took in college. The book did its job and got me through the course, I just thought it was terribly boring. BUT it does fit the description perfectly.

Even though it's an international version it matches the more pricey US version which is great for any college student in a budget..so very college student. Some of the prints are in different languages is the only downside but the material is the just same. Enjoy!

Throughout all my college years, I've never seen such a beautiful, well-written textbook. The book showcases advertising as advertising should be showcased. The vibrant colors and engaging text make it a pleasant read. William F. Arens has a wonderful way of explaining the seemingly complex with simple everyday words.

I used this text in an advertising design class last semester. It is very easy to read and has a lot of real-life examples. The teacher kind of jumped around the chapters, they do not have to be read in order. Covers everything from the history of advertising, the strengths and weaknesses of different media, copywriting, demographics/psychographics, the different types of marketing (database, direct-response, etc.), and the different regulations and groups (FCC, BBB, AAAA). This was my favorite class last semester, the information is easy to comprehend and pretty interesting.

I really wish they wouldn't come out with new editions so often. I really think it's a scheme to get college students. I was not as enthralled with advertising as I was hoping, so maybe that's why I did not find the book as good as it may be, but nonetheless I do see it as a good introduction to advertising.

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