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PROMO2 (with CourseMate, 1 Term (6 Months) Printed Access Card) (Engaging 4LTR Press Titles In Marketing)



Synopsis

Created by the continuous feedback of a "student-tested, faculty-approved" process, PROMO 2e delivers a visually appealing, succinct print component, tear-out review cards for students and instructors and a consistent online offering with CourseMate that includes an eBook in addition to a set of interactive digital tools all at a value-based price and proven to increase retention and outcomes. PROMO 2e is written in a concise style with plenty of real-world examples to illustrate the concepts of promotion and give students a glimpse into the industry and the challenges it faces.

Book Information

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Customer Reviews

PART I: THE PROCESS OF BRAND PROMOTION IN MARKETING. 1. The World of Integrated Marketing Communication. 2. The Promotion Industry. 3. The Evolution of Promoting Brands. PART II: UNDERSTANDING THE MARKET AND ENVIRONMENT FOR PROMOTING BRANDS. 4. Understanding the Marketing Environment: Segmentation, Targeting, and Positioning. 5. Understanding Buyer Behavior and the Communication Process. 6. The Regulatory and Ethical Environment of Promotions. 7. The International Market Environment for Brand Promotion. PART III: THE TOOLS, EVALUATION, AND MEASUREMENT OF BRAND PROMOTION. 8. Messaging and Media Strategies. 9. The Internet. 10. Direct Marketing. 11. Sales Promotion and Point of Purchase. 12. Sponsorship, Product Placements, and Branded Entertainment. 13. Public Relations, Influencer Marketing, Social Media, and Corporate Advertising. 14. Personal Selling and Sales Management. 15. Measuring the Effectiveness of Brand Promotions. Endnotes. Glossary. Company Index.

Subject Index.

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.

I read a lot of texts, manuals and how-to books. As much as the "For Dummies" series gets heckled by some, they do have a good system for pointing out key items and important topics. However when I pick up the PROMO2 book and read a chapter there is always that Darn vertical line in the middle of most pages, for me it's a DISTRACTON not a help to follow along with the content. Although there are some good illustrations and boxed highlighted topics the text is VERY BUSY which makes it hard to read through and follow along with the topic material. Some of the screen shots of flyers, pages and web sites don't handle the shrinking of the texts very well, there are some issues with scaling for readability. In contrast, I have another text book "MARKETING an Introduction by Armstrong/Kotler" that does not suffer the readability issues found in "PROMO2".

The CourseMate information was not provided as per the products description above. Therefore, I was not completely satisfied. Thankfully, I did not require this access code to complete my college course. However, I would have liked the access code to undergo additional studying on my own using CourseMate.

Well organized and well supplemented, but too fluffy. Repeats a lot. If you don't have time to read the whole book, the perforated tear-out sheets are more than enough to get you through a test.

Highlights are in the book but it's the right one for my class and all the pages are there so I'm happy about it

I bought this class for my advertising college class. It did the job. Shipping was super fast.

Best prices version of this required text and arrived in near perfect condition.

Book in exceptional condition!

ok

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