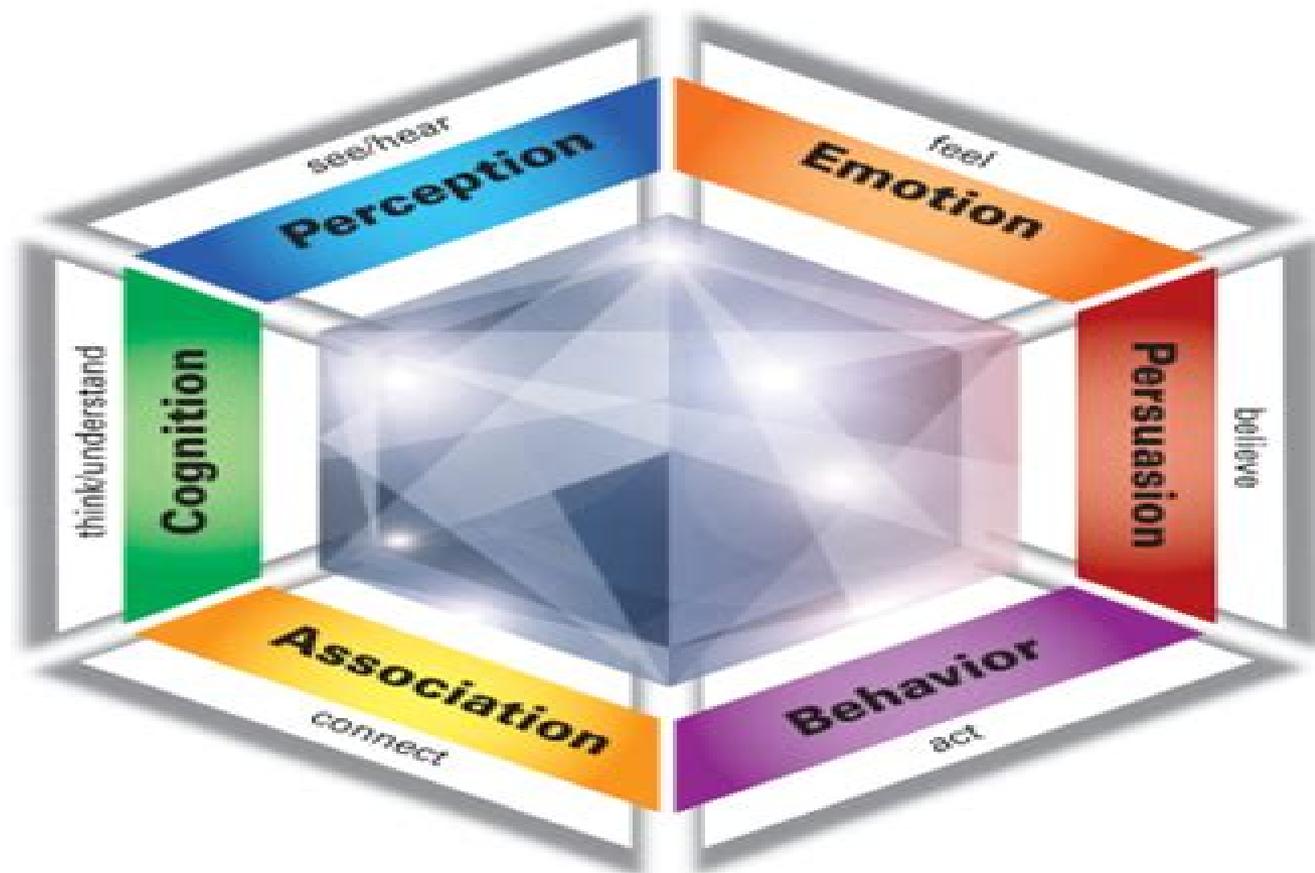


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PRINCIPLES AND PRACTICE

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**H Kauffman**



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**Advertising: Principles and Practice** Sandra Moriarty,Nancy D. Mitchell,William D. Wells,Robert Crawford,Linda Brennan,Ruth Spence-Stone,2014-08-01 The 3rd edition of Advertising Principles and Practice is the only practical applied guide to the real world of advertising in Australasia using award winning examples of how and why great advertising is achieved It features new coverage of advertising s role within the integrated marketing communications IMC Moriarty explores the ever changing media landscape and encourages readers to think about the ways in which advertising operates as part of a broader communication strategy How do you define great advertising How do you encourage creativity in advertising How can interactive and digital media add value to advertising These questions and many more are comprehensively answered inside this Australian adaptation of the US text Advertising IMC Principles and Practice by Moriarty Mitchell and Wells *Advertising & IMC* Sandra Moriarty,Nancy Mitchell,Charles Wood,William D Wells,2019-08-02 NOTE Before purchasing check with your instructor to ensure you select the correct ISBN Several versions of the MyLab TM and Mastering TM platforms exist for each title and registrations are not transferable To register for and use MyLab or Mastering you may also need a Course ID which your instructor will provide Used books rentals and purchases made outside of Pearson If purchasing or renting from companies other than Pearson the access codes for the MyLab platform may not be included may be incorrect or may be previously redeemed Check with the seller before completing your purchase For courses in introductory advertising This package includes MyLab Marketing Increase the relevancy and effectiveness of marketing communications Advertising IMC Principles and Practice presents the strategic use of communications to engage different types of consumers Covering advertising public relations direct marketing promotion and more Advertising IMC uses examples of award winning brand campaigns contributions from experts and enduring principles and practices to provide readers with a practical guide to executing integrated marketing communications And with a new author joining the team the 11th Edition features a significant reorganization and revision of the material Now readers will understand not only the types of marketing communication possible but also their application of strategy and planning and how these areas work together ensuring they re prepared to deal with the latest industry practices in their future careers Personalize learning with MyLab Marketing By combining trusted author content with digital tools and a flexible platform MyLab personalizes the learning experience and improves results for each student 0134830113

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