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ADVERTISING, SALES AND PROMOTION MANAGEMENT

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Advertising Management Manukonda Rabindranath, Aradhana Kumari Singh, 2024-01-12 This book explores the concept of advertising and the different ways advertising is understood and evaluated It dives deep into planning designing and executing advertising campaigns on different mediums It discusses the theoretical and research parts of advertising by critically examining how over the years various hierarchical models and theories are developed by advertising experts It examines various models and theories that explain why and how advertising is successful in persuading customers target audiences to buy a product or accept an idea for behavioural change It will help readers to understand the significance of advertising and consumer psychology which has a critical role in purchasing a product or an idea **Social Media**

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core sections the book provides a truly holistic approach to Advertising Management The first part considers the fundamentals of advertising management including leadership ethics and corporate social responsibility and finance and budgeting The second part considers human capital management and managing across cultures whilst the third part discusses strategic planning decision making and brand strategy To demonstrate how theory translates to practice in advertising each chapter is illustrated with real life case studies from a broad range of sectors and practical exercises allow case analysis and further learning This new textbook offers an integrated and global approach to Advertising Management and should be core or recommended reading for undergraduate and postgraduate students of Media Management Advertising Marketing Management and Strategy Communications and Public Relations The applied approach provided by case study analysis makes it equally suitable for those in executive education and studying for professional qualifications

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