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# M: Advertising



## Synopsis

NOTE: Access Code not available with this book M: Advertising 2e was created with students' and professors' needs in mind. It explores the core principles that drive advertising, using a lively voice that goes beyond academic theory. The authors' goal was to present advertising as it is actually practiced and make the fundamentals accessible and relevant to the student's real life. This approach truly transcends the conceptual and propels students into an exciting and practical dimension. Students receive a cost-effective, easy to read, focused text complete with study resources to help them review for tests and apply chapter concepts. Professors receive a text that contains all the pertinent information - yet in a more condensed format that is easier to cover by students. McGraw-Hill Connect assignments are provided to utilise the power of the web, providing application of concepts for students and automatically grade materials to support instructors.

## Book Information

Series: M

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## Customer Reviews

Christian Arens brings more than 15 years of theoretical and practical business, advertising and marketing experience. He has served in such positions as Partner at Catalyst S+F, President at MindTime Technologies, VP/Digital Strategy at DraftFCB and VP Group Media Director at Carat Interactive. In his advertising days, Chris worked on such clients as Motorola, RadioShack, .com, Electronic Arts, EarthLink, AT&T, Taco Bell, Levi's, MLB.com, AAA, Microsoft, Avaya, Progressive insurance and more. Successful in starting and helping to raise capital for companies, who he continues to advise in business strategy, revenue/channel development, marketing, advertising and fundraising. Chris is also an active leader in the digital advertising community, frequently speaking

at industry events. Michael F. Weigold is Associate Dean for Undergraduate Affairs and Professor of Advertising at the University of Florida. He has taught the introductory advertising class for nearly two decades at UF and also regularly teaches courses in advertising research, advertising campaigns, science communication, and communication theory. Professor Weigold has won many awards for both his teaching and scholarship. In 2007, he was designated International Educator of the Year for the College of Journalism and Communications and was one of twenty International Ambassadors for the University of Florida. That same year, he was awarded a Faculty Achievement Award by UF. In 2004, he was named the College's Teacher of the Year. He is the author or coauthor of over 40 publications and numerous conference papers. He has received a College of Journalism and Communications Researcher of the Year award, and his research has been funded by organizations that include the Kaiser Family Foundation, the Shands Cancer Center, and NASA. Professor Weigold's professional experience includes account planning at Fraily & Wilson, an Orlando advertising agency. He has also served as a consultant to a number of organizations, including KOBACO of South Korea, Unilever, Brown & Williamson, NASA, and many local clients.

--This text refers to an alternate Paperback edition.

had to purchase this for class. had all of the content needed to learn about this topic while taking the course

I bought this for my upper division advertising class. This book has a ton of information, relevant stories, examples, and exercises. Some of the questions don't have exact answers, however. For example, one of the questions asks what percentage of adults use the Internet or something similar. The book doesn't give an exact answer, but sort of pussyfoots around the topic. Otherwise, it was fine for my class.

good

The text book it in real bad shape it was scotch taped together and there is writing inside the book. The good part is, I can still read it.

Must have for class!

Outstanding

Everything was perfect

Great book

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