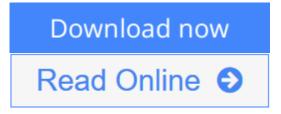
Strategic Advertising Management

strategic advertising management



By Larry Percy, Richard Rosenbaum-Elliott



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Integrating theory with application and presenting numerous real-life examples, *Strategic Advertising Management*, Fourth Edition, offers a systematic look at advertising within a theoretical and strategic planning framework. Authors Larry Percy and Richard Rosenbaum-Elliott present an overview of "how advertising works," discuss what is required from a manager in order to develop an effective communication plan, and equip students with the skills necessary for successfully applying strategy to various processes in advertising. A Companion Website includes resources for students and instructors.

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Review

`Strategic Advertising Management is a comprehensive textbook covering all areas of integrated marketing communications and combining rigorous empirical research with a wider perspective on the social and cultural aspects of advertising... The book contains numerous examples of successful advertising images alongside commentary illustrating just what goes into making an effective advert.' JISSM Vol 7 No 2,

About the Author

Larry Percy is Visiting Professor at Copenhagen Business School and Luiss Business School, Rome, and International Consultant in Marketing Communications and Brand Strategy. Richard Rosenbaum-Elliot is Professor of Marketing and Consumer Research at the University of Bath School of Management, and Fellow of St Anne's College, Oxford.

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