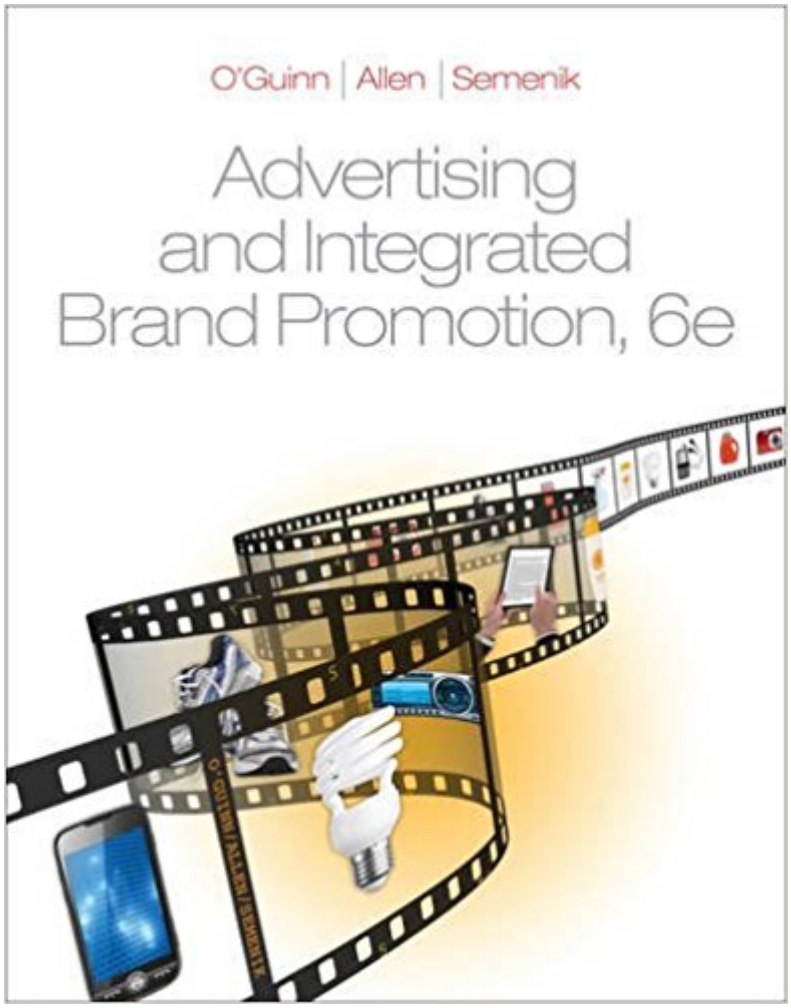
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Advertising And Integrated Brand Promotion



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Synopsis

O'Guinn/Allen/Semenik's ADVERTISING AND INTEGRATED BRAND PROMOTION, 6E places the reader in the midst of today's fast-paced, exhilarating world of advertising -- demonstrating how good advertising is the result of hard work and careful planning. The authors draw from their vast business and teaching experience to integrate a solid understanding of advertising strategy and theory with hands-on, real applications. A leader for its emphasis on integrated brand promotion, this edition combines a compelling presentation of the fundamentals of advertising with invigorating coverage of the latest practices and industry developments, such as social media, design thinking, and the impact of globalization. Advertising strategy comes to life with more than 500 of today's most contemporary ads and exhibits. The book's content follows the same process as an advertising agency to equip readers with the tools, knowledge, and practice for effective results.

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Customer Reviews

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.

Some concepts are not coherent and not consistent. Even sometimes some information differs. Like amounts. Found a few places where in 1 chapter the amount was $2-3 billion different, dependent of

the source (same year). I would prefer better structure as it is primarily a textbook. I have to say I have learned a lot from the textbook. It was worth over $100 for the knowledge and the grade I received.

This book was very informative and held my interest during the semester in my Advertising and Promotions class. It contains a lot of visuals, photos and contemporary language. However it contains a lot of info so I would suggest reading the text prior to tests, especially because my professor himself always refers to its lengthiness in his lectures.

At first when I got the book I thought they had sent me something they printed themselves and just slapped the same title on, but as it turns out the entire book has a plain white sticker over the entire cover with the title of the actual textbook in black print. The sticker had black prints and scratches all over it while the actual cover underneath the sticker is fine. I just can't get the sticker off. This isn't what I paid for.

It comes as it is described, but I think better than that. Absolutely worth having it!

The quality is good.

Good reading material

It's a book but the cover was torn off.....nasty

It came with a lot of writing in be book

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