



Strategic Advertising Management

Larry Percy, Richard Rosenbaum-Elliott

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Strategic Advertising Management offers a systematic look at advertising within a theoretical and strategic planning framework. The authors present an overview of 'how advertising works' and what is required from a manager's perspective, in the development of an effective communication plan.

The new edition has been fully updated with more coverage of new media throughout the text and the inclusion of a section on advertising for social marketing.

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