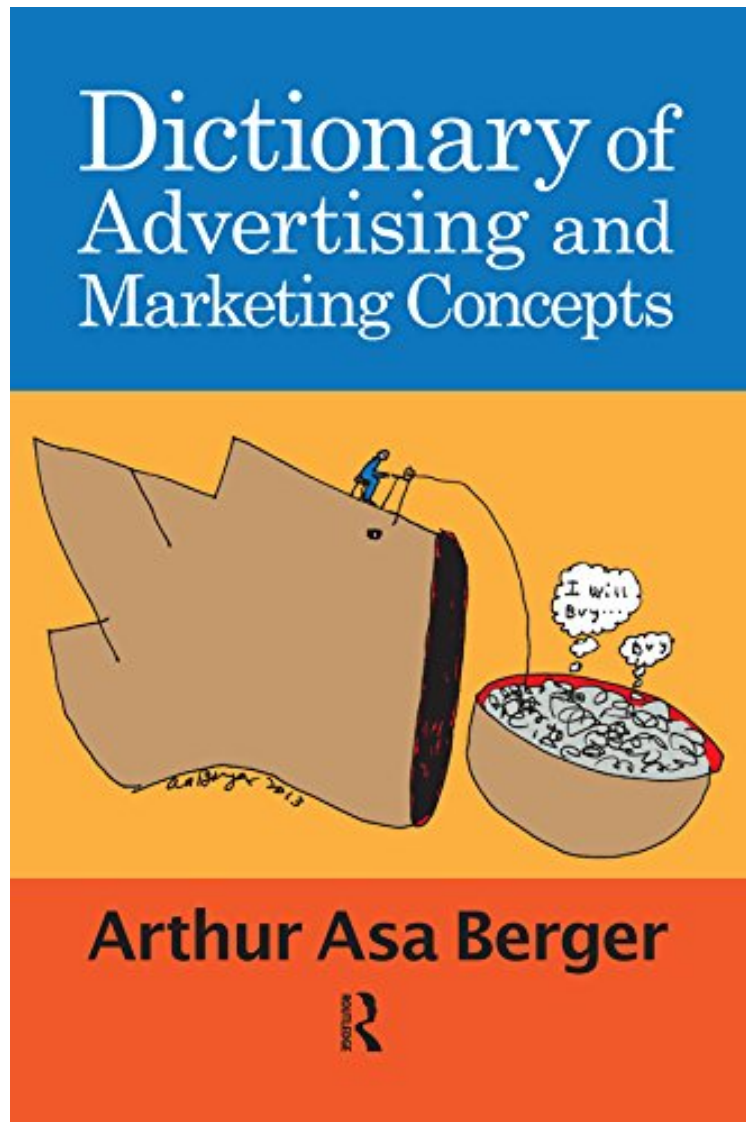


Dictionary of Advertising and Marketing Concepts

Arthur Asa Berger

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Arthur Asa Berger : Dictionary of Advertising and Marketing Concepts before purchasing it in order to gage whether or not it would be worth my time, and all praised Dictionary of Advertising and Marketing Concepts:

From AdBusters to viral marketing, this brief dictionary of ideas and concepts contains over 100 extended, illuminating entries to bring the novice up to speed on the advertising/marketing world and the ideas that underlie it. For the neophyte professional, it describes the various players and strategies of the industry. For the student, it summarizes the key ideas of the most important cultural theorists introduced in advertising and marketing courses. For

everyone, it helps explain the cultural, economic, and psychological role that advertising concepts play in society. A handy introduction for students and a quick reference for young professionals.

Regardless of whether you know a good ad from a bad one, if you're contemplating advertising or marketing as a career, want to learn more about it and some of its intricacies, or are simply just generally interested in what the business is about, Arthur Bergers's Dictionary of Advertising and Marketing Concepts provides an insightful and expedient way to get an immediate global grasp of it all. Well, a lot of it. You won't learn everything, but you'll discover enough to carry on an intelligent conversation at your next cocktail party as to what they really said and meant on last week's Mad Men episode. —From the Foreword by Fred S. Goldberg, Goldberg Moser O'Neill, San Francisco