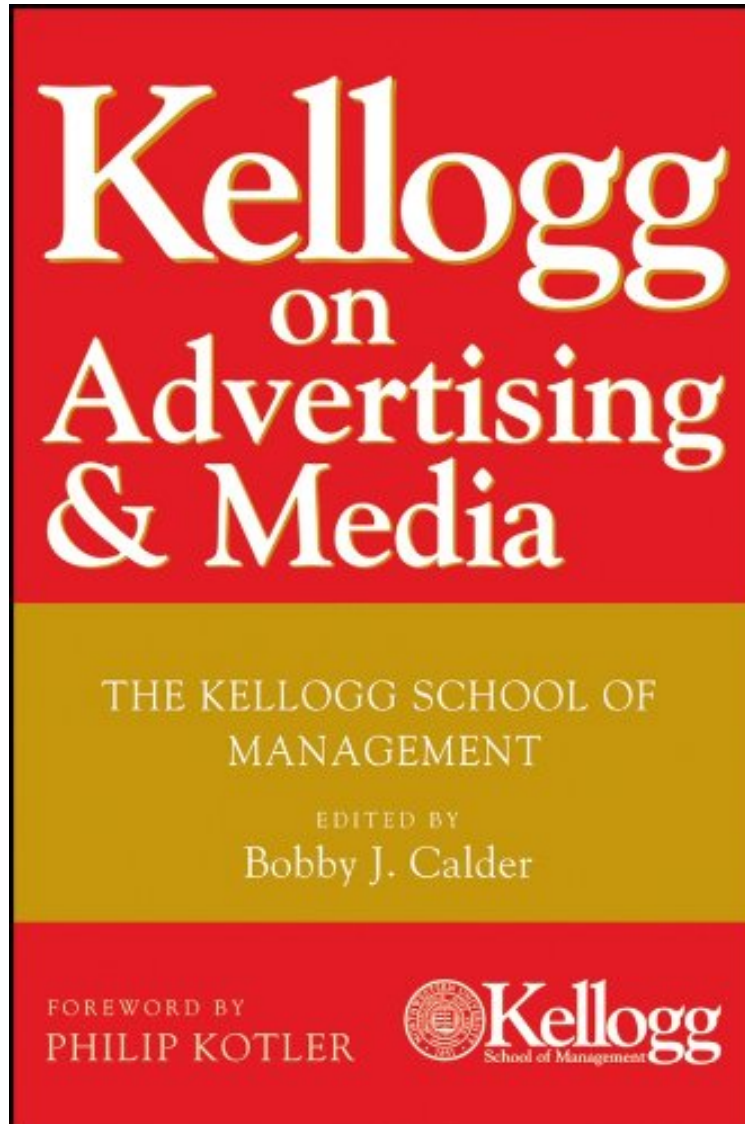


## Kellogg on Advertising and Media

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In Kellogg on Advertising and Media, members of the world's leading marketing faculty explain the revolutionized world of advertising. The star faculty of the Kellogg School of Management reveal the biggest challenges facing marketers today- including the loss of mass audiences, the decline of broadcast television advertising, and the role of

online advertising- and show you how to advertise successfully in this new reality. Based on the latest research and case studies, this book shows you how to find and engage audiences in a chaotic media climate.

From the Inside Flap How to use advertising and media more effectively is perhaps the number one issue in marketing today. Marketers are increasingly turning away from traditional mass advertising to online and mobile ads, alternative media, product placement, branded entertainment, and other "marketing services." Yet most marketers have a sense of being in uncharted territory. This book is the ultimate guide to communicating with consumers in today's advertising and media climate. Did you know that advertising agencies now generate more revenue from "marketing services" than from traditional media? Companies like PG are creating online shows. Traditional media are taking on new life as well. Interactive television and television ads customized for consumers are growing in popularity. ESPN is a television network but it is also a magazine, online site, radio network, mobile network, and more. It is a "media brand." And like National Geographic and many others, it offers myriad ways of communicating with consumers. All of these developments offer new opportunities for marketers to engage consumers. Most marketers today face strong competition from products that are well positioned and high-quality. The job of marketing communications is increasingly to find ways of not just delivering an ad message but also of engaging the consumer, of getting the consumer to feel the brand is relevant to their lives. This cutting-edge book from world-renowned Kellogg faculty and leading practitioners explains the exciting new ways advertising and media are doing just that.

From the Back Cover Kellogg on Advertising Media Marketing faces serious and disruptive changes, including the loss of mass audiences, the decline of broadcast television advertising, and the increased role of online advertising. But the changing world of advertising and media is also full of exciting new ways to reach consumers. Based on the latest research and contributions from world-renowned Kellogg marketing professors, plus insights from leading executives, Kellogg on Advertising and Media explains how marketers can effectively advertise in the new reality. You'll hear from star faculty and industry-leading practitioners including: Bobby Calder and Edward Malthouse on the impact of brand and media engagement Claudio Marcus (Visible World) on digital technology and customized advertising Michael Schreiber (NBC Universal) on interactive television and the future of TV advertising James Webster on new trends in audience measurement Scott Berg (Hewlett-Packard) on advertising in the new media world Angela Lee on advertising strategy and the unconscious mind Julie Roehm, formerly of Wal-Mart, on marketing innovation and organizational change Richard Kolsky and Bobby Calder on integrating advertising and media content Clarke Caywood on the future of public relations James Newcomb (Boeing) on linking sales to marketing in B-to-B companies Michelle Roehm and Alice Tybout on crisis management and damage control Daniel Diermeier on company reputation and monitoring the media Charles Spinosa, David LeBrocqy (Vision Consulting), and Bobby Calder on using employee communication with customers to support an advertising strategy

About the Author Bobby J. Calder is the Charles H. Kellstadt Distinguished Professor of Marketing at the Kellogg School of Management at Northwestern University. He has worked as a consultant to many major corporate clients, and has taught at the Wharton School, University of Pennsylvania, and at the University of Illinois. He is a graduate of the University of North Carolina and coeditor of Kellogg on Integrated Marketing (Wiley).