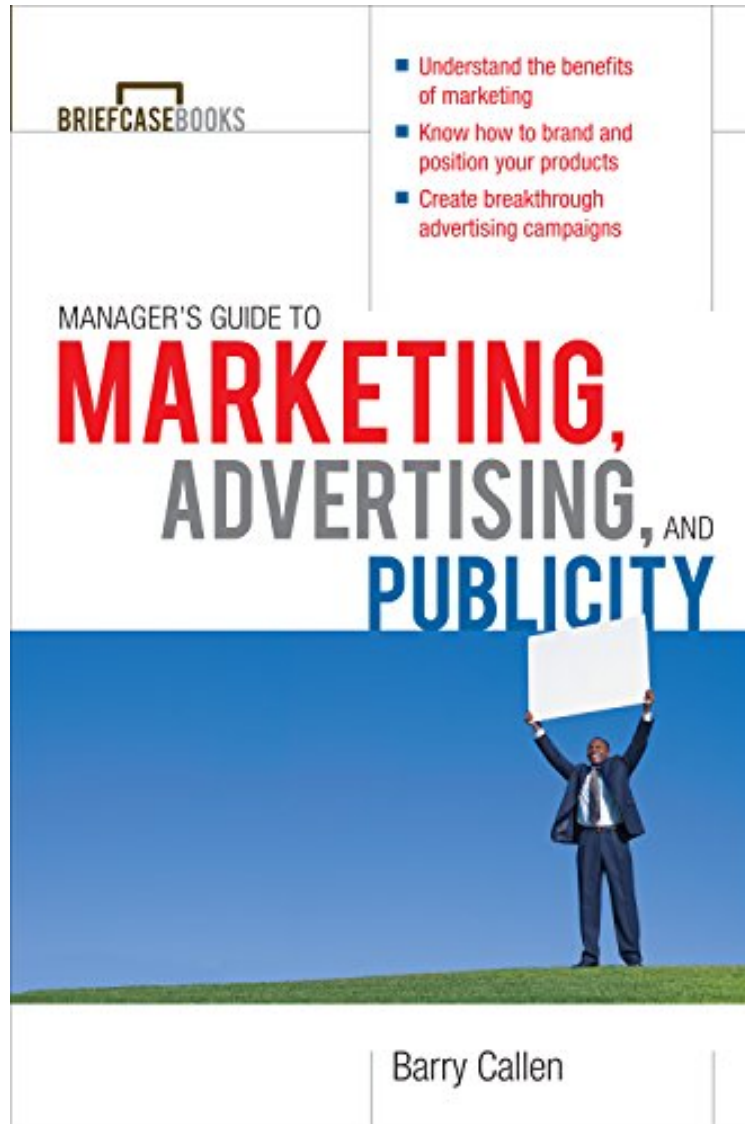


Managers Guide to Marketing, Advertising, and Publicity (Briefcase Books Series)

Barry Callen

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Barry Callen : Managers Guide to Marketing, Advertising, and Publicity (Briefcase Books Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Managers Guide to Marketing, Advertising, and Publicity (Briefcase Books Series):

0 of 0 people found the following review helpful. Terrific book for getting a complete view of Marketing!By wantounIt's a very helpful book if you're getting started with Marketing. It gives you an overview of everything with just enough details.It also serves as a reminder of all the important things if you feel like you need it.I highly

recommend this book, as it was recommended to me, for anyone interested in marketing. 1 of 1 people found the following review helpful. If you are interested in learning about PerfectPitch Message Strategy, then get this book. By Jeff Lippincott What a convoluted mumbo-jumbo of a book with some OK content. I suppose if it was reworked as follows, then it would deserve 4 stars. I'll be charitable and throw it those stars. I. Marketing 3. Marketing planning, step-by-step 14. Marketing research? 6. Positioning brand personality 12. Public relations 11. Traditional print broadcast advertising media 13. Online marketing II. Marketing communications 1. What marketing communications can do for you 4. Marketing communications strategy: Basic principles 5. Marketing communications: Types 9. The most important creative elements of an ad 7. PitchPerfect Message Strategy III. Media campaigns 8. Creating breakthrough advertising campaign ideas 2. Common marketing mistakes to avoid 10. Media planning buying It seems to me that the author is basically an ad guy. He creates pitches and sells ad space through media outlets. Not exactly the kind of person I recommend small business owners seek out for help. But such people do exist and serve a purpose for the big companies that just throw money into ad campaigns without trying to be too strategic about their marketing. The author has trademarked something-called "PerfectPitch Message Strategy." See Chapter 7. I found this book to kinda be an advertisement for that product, process, or whatever he wants to call it. If you are interested in learning about it, then get this book. 4 stars!

Proven strategies that make sure your marketing message stands out from the rest The average American is exposed to as many as 5,000 marketing messages per day, so it's more important than ever to create the most effective marketing and advertising campaigns as possible. Managers' Guide to Marketing, Advertising, and Publicity explains The 14 principles of marketing communications strategy Common marketing mistakes to avoid Techniques for creating powerful marketing messages The many choices for delivering your marketing message How to take full advantage of digital platforms Today, you must come up with a bigger, better, brighter marketing campaign, or yours is guaranteed to be lost in the noise. This primer is ideal for anyone looking to position his or her organization as a powerful competitor in the twenty-first century. Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page: Clear definitions of key terms, concepts, and jargon Tactics and strategies for overseeing marketing initiatives Insider tips for getting the most out of marketing, advertising, and publicity Practical advice for creating effective campaigns Warning signs when preparing for and undertaking marketing initiatives Stories and insights from the experiences of others Specific marketing procedures, tactics, and hands-on techniques

About the Author Barry Callen is a highly sought-after marketing consultant, speaker, author, and writer with 30 years experience working with some of the world's largest corporations. He invented the innovative PitchPerfect message-development strategy system.