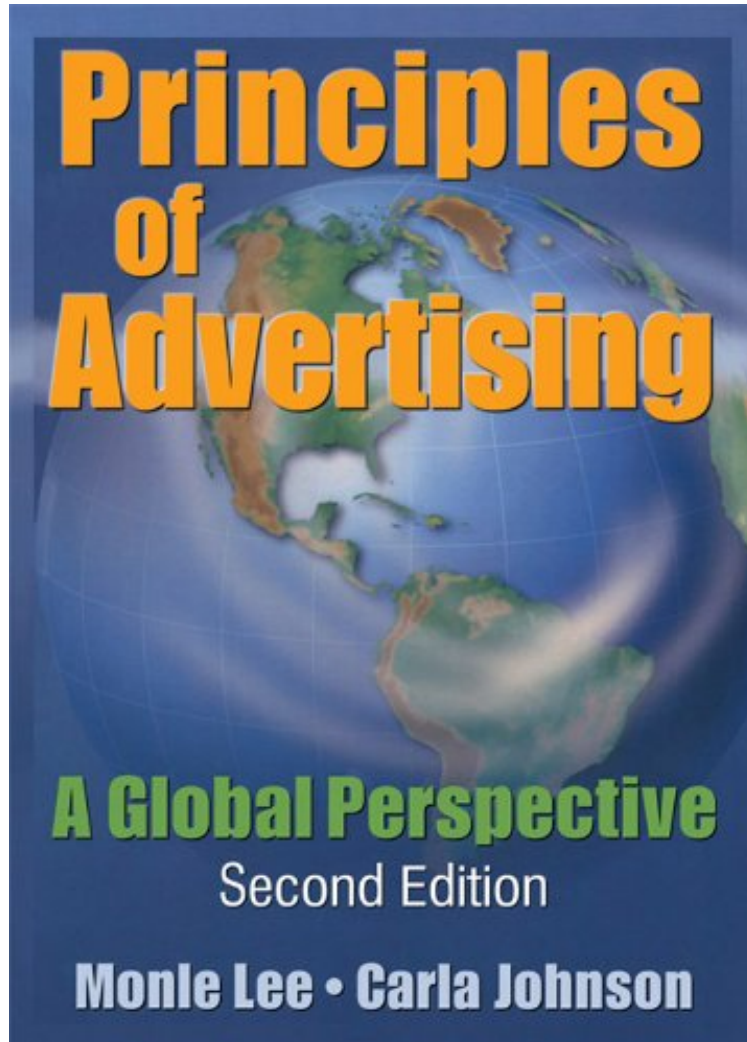


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## Principles of Advertising: A Global Perspective, Second Edition

*Monle Lee, Carla Johnson*

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**Monle Lee, Carla Johnson : Principles of Advertising: A Global Perspective, Second Edition** before purchasing it in order to gage whether or not it would be worth my time, and all praised Principles of Advertising: A Global Perspective, Second Edition:

3 of 3 people found the following review helpful. Marketing in plain EnglishBy GumbyI have to admit upfront that I purchased this book solely because a segment of one of its chapters solidified my position about the use of sans serif text in my company's global advertising. I am a marketing manager for a flooring manufacturer, but I do not have a marketing degree. Therefore, I read books and articles to supplement my on the job knowledge and experience. Principles of Advertising is a plain English, example-rich source book for current advertising ideas. It is also interspersed with insets called Global Perspectives and Ethics Tracks which compare U.S. advertising to other countries, and the ethics (or lack of ) found in advertising respectively. I find that I refer to it frequently in my day to

day business for new and fresh ideas, and it does not bog you down with lofty rhetoric. I highly recommend it. 2 of 6 people found the following review helpful. hi carla  
By A Customer  
Carla Johnson writes a riveting perspective on advertising. And that doesn't even tie in to the fact that she's almost like a grandma to me. I'd just like to thank her for being a wonderful author and friend. Sadly though, she's my only claim to fame. You go girl, Luv always, Dani

"A complete and well-organized textbook on advertising"  
Educational Book Review  
Principles of Advertising: A Global Perspective, Second Edition updates the classic first edition of this exceptional classroom resource, selected as one of CHOICE magazine's Outstanding Academic Titles for 1999. Ideal for use as an introductory textbook, the book presents an integrated marketing approach that's essential for keeping up with the changing world of contemporary advertising, and reflects the author's expertise not just in advertising, but also in the larger field of integrated marketing communications. The new edition of the book examines the environment in the advertising industry following the terrorist attacks on Sept. 11, 2001, as well as market segmentation, target marketing, product positioning, buyer behavior, legal and political concerns, the creative aspects of advertising, and much more. Principles of Advertising: A Global Perspective, Second Edition equips instructors and their students with the fundamental elements of the field with emphasis on ethical issues. The book includes a foreword by Don E. Schultz of Northwestern University's Integrated Marketing Communication program and provides insights into effective local, national, and global integrated marketing strategies for print, electronic, and online advertising. This updated edition maintains the original format for each chapter of featuring Global Perspectives, Ethics Tracks, and short commentaries from practitioners in various fields, and adds 24 new illustrations and more recent examples of now-famous advertising campaigns. New material presented in Principles of Advertising: A Global Perspective, Second Edition includes: the benefits of a graduate degree client-agency relationships targeting the middleman marketing to men Janet Jackson exposed pop-up ads marketing cosmetic surgery advertising as programming controversial campaigns behavioral targeting or online stalking? Principles of Advertising: A Global Perspective, Second Edition examines new theories, new technologies, well-known advertising campaigns, and cultural considerations for advertising in foreign markets to give your students current and proven information on the changing world of advertising.

Bingo! THIS TEXT HAS ALL THE NUMBERS--informative, readable, and includes global perspectives and new technologies. -- Dan Pyle Millar, PhD, APR, Professor and Coordinator, Public Relations Program, Indiana State University, Terre Haute, Indiana