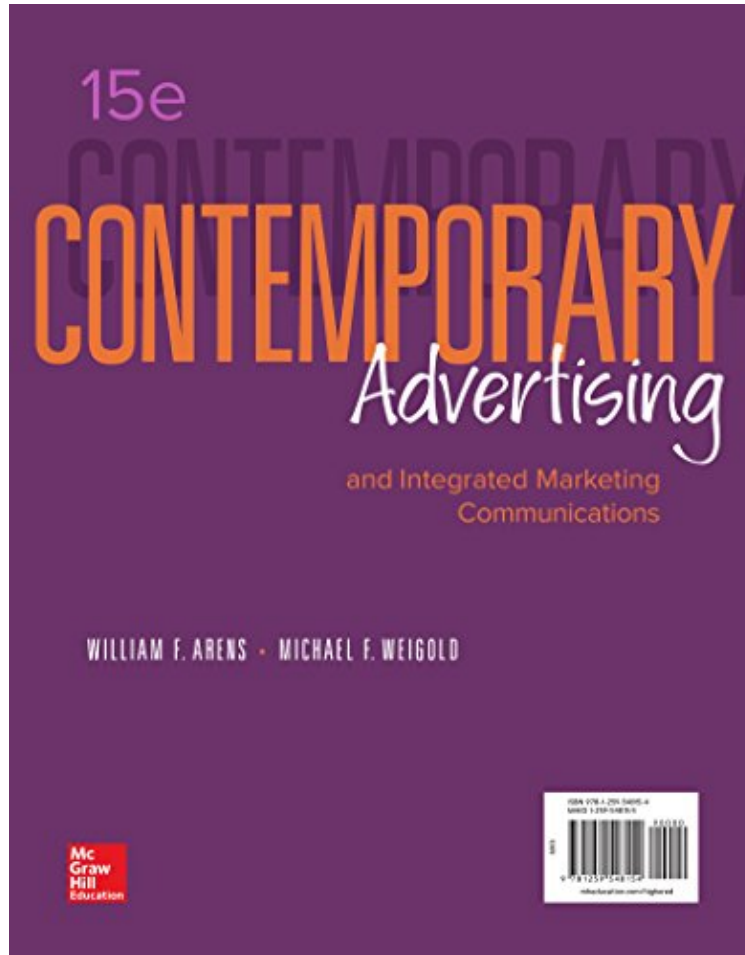


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## Contemporary Advertising Loose Leaf (Irwin Marketing)

William Arens

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**William Arens : Contemporary Advertising Loose Leaf (Irwin Marketing)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Contemporary Advertising Loose Leaf (Irwin Marketing):

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Don't waste your money on this book. It's insultingly clear that they rushed to push out a 15th edition just to wring some more dollars out of college students. It may just be this Kindle edition, but this textbook hasn't even been proofread and I'm not talking about a couple commas. Words are frequently repeated or missing, some sections contain notes like "???????" that were never fixed, and one particularly memorable part cut off the history of Coca-Cola's advertising right in the middle of the word "Coke." Literally, the paragraph ended with "Co" and the section never finished anywhere in the rest of the chapter. I even contacted McGraw-Hill because the poor state of the text is so egregious. Very upsetting to have spent so much money on something my high school students could have written better.

Presenting Advertising as it is actually Practiced. Known for its current examples the author's ability to pull from real-world experiences and clear writing style the 14th edition of Contemporary Advertising is a popular favorite among Advertising faculty and students. Taking a comprehensive view of the industry this text presents advertising from the creative stand-point and the authors draw from their industry experience to lend life to the examples. This text continues to address the importance of Integrated Marketing Communications (IMC) in the field of Advertising and how it impacts advertising strategy through featured examples of IMC campaigns.

About the Author Michael F. Weigold is Associate Dean for Undergraduate Affairs and Professor of Advertising at the University of Florida. He has taught the introductory advertising class for nearly two decades at UF and also regularly teaches courses in advertising research, advertising campaigns, science communication, and communication theory. Professor Weigold has won many awards for both his teaching and scholarship. In 2007, he was designated International Educator of the Year for the College of Journalism and Communications and was one of twenty International Ambassadors for the University of Florida. That same year, he was awarded a Faculty Achievement Award by UF. In 2004, he was named the College's Teacher of the Year. He is the author or coauthor of over 40 publications and numerous conference papers. He has received a College of Journalism and Communications Researcher of the Year award, and his research has been funded by organizations that include the Kaiser Family Foundation, the Shands Cancer Center, and NASA. Professor Weigold's professional experience includes account planning at Fraily Wilson, an Orlando advertising agency. He has also served as a consultant to a number of organizations, including KOBACO of South Korea, Unilever, Brown Williamson, NASA, and many local clients. Christian Arens brings more than 15 years of theoretical and practical business, advertising and marketing experience. He has served in such positions as Partner at Catalyst S+F, President at MindTime Technologies, VP/Digital Strategy at DraftFCB and VP Group Media Director at Carat Interactive. In his advertising days, Chris worked on such clients as Motorola, RadioShack, .com, Electronic Arts, EarthLink, ATT, Taco Bell, Levi's, MLB.com, AAA, Microsoft, Avaya, Progressive insurance and more. Successful in starting and helping to raise capital for companies, who he continues to advise in business strategy, revenue/channel development, marketing, advertising and fundraising. Chris is also an active leader in the digital advertising community, frequently speaking at industry events.