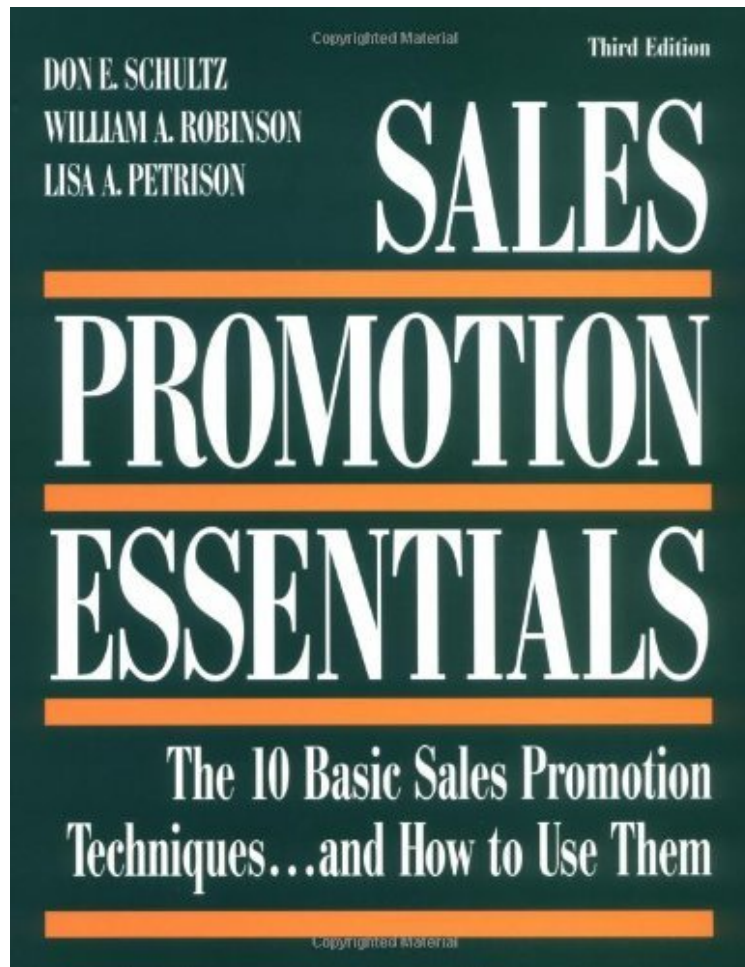


Sales Promotion Essentials

Don Schultz

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Don Schultz : Sales Promotion Essentials before purchasing it in order to gage whether or not it would be worth my time, and all praised Sales Promotion Essentials:

0 of 0 people found the following review helpful. Poorly organized and weak informationBy syzygyThis book was required for a course. It was one of the worst college books I've had. The information is very poorly organized and highly redundant, making it difficult to summarize content and review it in order to compare concepts and define the best methods in specific real-life situations. Much of the information is lacking conviction or definitive statements. It feels like a rambling opinion instead of solid facts backed up with data. There are much better books out there if you want to learn about marketing/sales promotion.9 of 9 people found the following review helpful. A definitive handbook: both a text and a referenceBy David RobinsonMost marketers know that firms spend more on Sales Promotion than on mass media advertising, but text books don't tell you how to manage Sales Promotion. This book is everything it promises: The authors define classes of customers ("loyals", price switchers, etc) and then go through the cost benefit of Promotion techniques from coupons to free samples. If you want to know the difference between a

contest and a sweepstake--and more importantly which one is better for your marketing situation--this book is for you. It explains "promotion to the trade" (it's more than free trips to Hawaii). The book is highly readable and attractively laid out. Thoroughly recommended. 0 of 0 people found the following review helpful. TextbookBy robnyTo be honest, I have not read it, this was a required text book for my daughter's college class. She tells me the book was very informative and exactly what she needed.

This new edition offers students a solid foundation in sales promotion basics by explaining 10 basic techniques. * Gets students involved by having them create hypothetical promotions based on models of success. * Provides real-life examples to stimulate classroom discussion as students examine and debate real cases. * Discusses the newest innovations in the field.

About the Author Don E. Schultz is Professor of Advertising and Integrated Marketing Communications at the Medill School of Journalism, Northwestern University, where he and his associates have pioneered the country's first graduate program in Integrated Marketing Communications. He is also President of his own marketing communications and management firm, Agora, Inc., Evanston, Illinois. Before joining Northwestern in 1977, Schultz was Senior Vice President of Tracy Locke Advertising and Public Relations in Dallas. He has consulted, lectured and held seminars on marketing, marketing communications, advertising, sales promotion, direct marketing and creative strategy in the United States, Europe, South America and Asia. Schultz is Editor, Journal of Direct Marketing, Director of the Promotion Marketing Association of America, and the first recipient of the Direct Marketing Educator of the Year Award, presented by the Direct Marketing Educational Foundation.