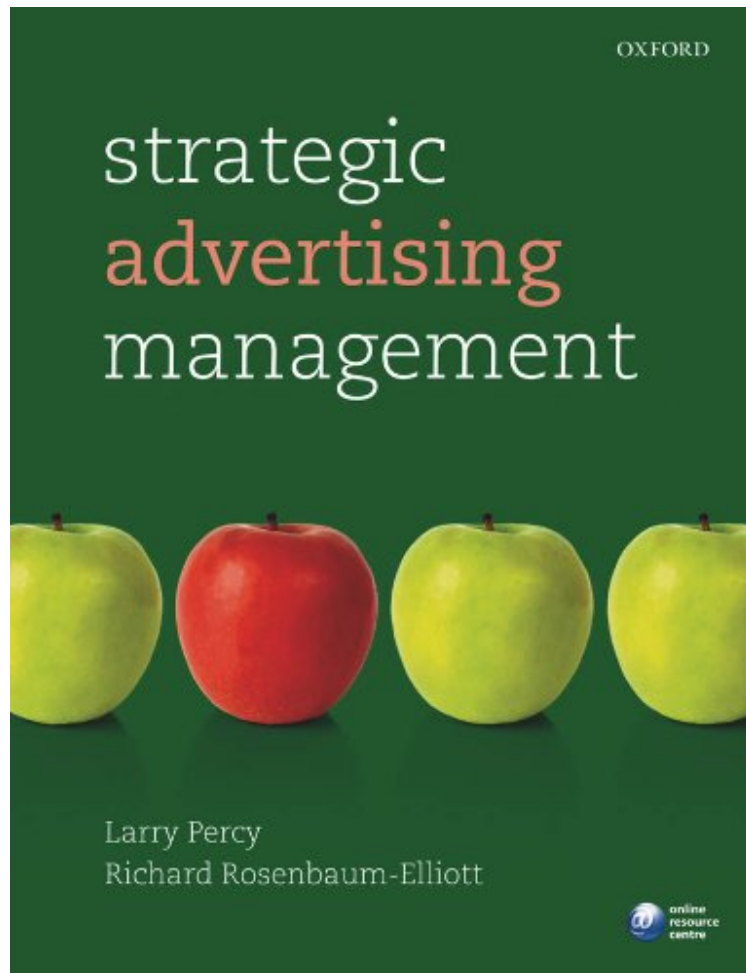


Strategic Advertising Management

Larry Percy, Richard Rosenbaum-Elliott

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Larry Percy is a Visiting Professor at the University of Oxford and an advertising communications consultant. He has worked for a number of leading advertising agencies in the United States, including Lintas and Young and Rubicam, and has taught marketing theory, advertising strategy, and advertising research at Carnegie-Mellon University and the University of Pittsburgh. He is the author of several other books on advertising and marketing communications and sits on the editorial board of a number of journals, including the Journal of Marketing Research. He is also a former Industry Director of the Association for Consumer Research in the United States. Richard Elliott is Professor of Marketing and Consumer Research and Fellow of the Saïd Business School, University of Oxford. He has worked in brand management with a number of multinationals and was formerly account manager at the international advertising agency Norman, Craig and Kummel. He has published articles in numerous journals and taught at Lancaster and Warwick universities, at the London Business School, and at the ESSEC in Paris. His research interests include socio-cultural aspects of advertising, dysfunctional consumer behaviour, and consumption and self-identity issues.