

Strategic Advertising Management

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Strategic Advertising Mechanisms - Jorge David Fernández Gómez
2021-10-04

It is the first time that the different strategic advertising mechanisms are explained in a single book. And this is also the first time that a book has brought together the most important and transcendent (for its applicability to the advertising market) strategic advertising mechanisms. The text explains from classic mechanisms such as Rosser Reeves's USP or Procter & Gamble's copy strategy to modern mechanisms such as Kevin Roberts's Lovemarks or Douglas Holt's iconic brands. It also considers European mechanisms such as Jacques Séguéla's star strategy or Henri Joannis's psychological axis. The book has the most complete academic review. Strategic Advertising Mechanisms: From Copy Strategy to Iconic Brands, integrates the most important strategic advertising mechanisms developed throughout the time: USP, brand image, positioning, Lovemarks... This is the first and only book to date that compiles the most consolidated methods by advertisers or advertising agencies (P&G, Bates, Ogilvy or Euro) in the history of modern advertising. Primary readership will be among practitioners, researchers, scholars and students in a range of disciplines, including communication, advertising, business and economic, information and communication, sociology, psychology and humanities. There may also be appeal to the more general reader with an interest in how advertising strategic planning

works.

Strategic Marketing Management, 9th Edition - Chernev, Alexander
2018-01-01

Strategic Marketing: Planning and Control - Graeme Drummond
2007-06-01

Strategic Marketing: planning and control covers contemporary issues by exploring current developments in marketing theory and practice including the concept of a market-led orientation and a resource/asset-based approach to internal analysis and planning. The text provides a synthesis of key strategic marketing concepts in a concise and comprehensive way, and is tightly written to accommodate the reading time pressures on students. The material is highly exam focused and has been class tested and refined. Completely revised and updated, the second edition of Strategic Marketing: planning and control includes chapters on 'competitive intelligence', 'strategy formulation' and 'strategic implementation'. The final chapter, featuring mini case studies, has been thoroughly revised with new and up to date case material.

Strategic Marketing Management - Dane Butler 2019-06-08

The economic liberalization and globalization, initiated a few decades ago, has played a key role in bringing drastic transformation in business scenario. There has been a paradigm shift in the role played by top

managers to keep their business rolling smoothly. The existing and prospective managers are required to think strategically by carefully analyzing the business environment, both external and internal, while extrapolating the trends before taking crucial decisions. The book *Strategic Marketing Management* has been written keeping in view the needs of Business Schools covering courses. Various models and theories have been explained with examples from appropriate corporate scenario. Strategic Marketing Management is a field of management which provides strategic approaches to the challenges of marketing. This book studies the concept of strategic marketing in a succinct manner so that even a beginner will be able to understand the idea of strategic marketing easily. It will be highly useful to the students and teachers of Marketing Management. This book offers useful information for students of management and for marketers from companies of all sizes.

Studyguide for Strategic Advertising Management by Percy, Larry - Cram101 Textbook Reviews 2013-05

Never HIGHLIGHT a Book Again Virtually all testable terms, concepts, persons, places, and events are included. Cram101 Textbook Outlines gives all of the outlines, highlights, notes for your textbook with optional online practice tests. Only Cram101 Outlines are Textbook Specific.

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Marketing Management - Harper W. Boyd 1990

Strategic Marketing Management Cases - David W. Cravens 1999

Advertising Management - Donald W. Jugenheimer 2014-12-18

This comprehensive book is designed to serve as a primary text for the Advertising Management course that follows the more general Principles of Advertising course. It can stand alone, or, for instructors who prefer a case-based approach, it can be adopted together with "Cases in Advertising Management" (978-0-7656-2261-7) by the same authors.

"Advertising Management" covers a full range of topics for a semester-long course, including financial management, business planning, strategic planning, budgeting, human resource management, ethics, and managing

change. There is even a unique section on 'managing yourself' and your own career in advertising. The text includes plentiful figures, tables, and sidebars, and each chapter concludes with useful learning objectives, summaries, discussion questions, and additional resources.

Strategic Marketing Management - Richard Malcolm Sano Wilson 1992
Part of a marketing series, this volume covers the basics of strategic management, from the nature of marketing to product and new product strategies. The book is for students working towards the Chartered Institute of Marketing's certificate and diploma qualifications.

The Blueprint for Strategic Advertising - Margo Berman 2016-07-01

The Blueprint for Strategic Advertising's step-by-step approach takes a comprehensive and exclusive look into the strategic use of visual, verbal, social media, integrated, and global of advertising communication. Its deconstructive process analyzes one aspect at a time, creating an invaluable research tool that students, professors, small business owners and entrepreneurs will refer to, time and again. This useful guide will concentrate on how strategy is integrated into visual and verbal ideation. Berman's compact, content-rich guide offers chapters detailing social media, user-centered interactive advertising, and presentation strategy, closing with the creation of a "blueprint" to strategizing globally. Features include a handy reference guide to powerful strategizing, an exploration of strategies for myriad media and messaging vehicles, and an examination of the strategic implementation of the visual and verbal union. This guide will be useful to students in advertising, marketing, and business courses as well as advertising professionals and entrepreneurs, outside the classroom.

Creating Customer Value Through Strategic Marketing Planning - Edwin J. Nijssen 2013-11-11

Creating and delivering superior customer value is essential for organizations operating in today's competitive environment. This applies to virtually any kind of organization. It requires a profound understanding of the value creation opportunities in the marketplace, choosing what unique value to create for which customers, and to deliver that value in an effective and efficient way. Strategic marketing management helps to

execute this process successfully and to achieving sustainable competitive advantage in the market place. *Creating Customer Value Through Strategic Marketing Planning* discusses an approach that is both hands-on and embedded in marketing and strategy theory. This book is different from most other marketing strategy books because it combines brief discussions of the underlying theory with the presentation of a selection of useful strategic marketing tools. The structure of the book guides the reader through the process of writing a strategic marketing plan. Suggestions for using the tools help to apply them successfully. This book helps students of marketing strategy to understand strategic marketing planning at work and how to use specific tools. Furthermore, it provides managers with a practical framework and guidelines for making the necessary choices to create and sustain competitive advantage for their organizations.

Cases in Strategic Marketing Management - William J. McDonald (Ph. D.) 1998

Contains 32 comprehensive cases representing a broad range of marketing problems. This work asks students to analyze a firm's situation and develop solutions for the problems, opportunities and threats confronting marketing decision makers.

Strategic Marketing Management - The Framework, 10th Edition - Alexander Chernev 2019-01-01

Strategic Marketing Management: The Framework outlines the essentials of marketing theory and offers a structured approach to identifying and solving marketing problems. This book presents a strategic framework to guide business decisions involving the development of new offerings and the management of existing products, services, and brands.

Strategic Brand Management - Richard H. Elliott 2007

Approaches the subject of brand management from a socio-cultural perspective, providing students with an understanding of the dynamics of the subject and enabling them to engage with the issues that lie within. This book also integrates more traditional notions of the brand in terms of equity and positioning within that framework.

Strategic Marketing Management - Alexander Chernev 2009

Strategic Marketing Management (5th edition) offers a comprehensive framework for strategic planning and outlines a structured approach to identifying, understanding, and solving marketing problems. For business students, the theory advanced in this book is an essential tool for understanding the logic and the key aspects of the marketing process. For managers and consultants, this book presents a conceptual framework that will help develop an overarching strategy for day-to-day decisions involving product and service design, branding, pricing, promotions, and distribution. For senior executives, the book provides a big-picture approach for developing new marketing campaigns and evaluating the success of ongoing marketing programs.

Strategic Advertising Management - Richard Rosenbaum-Elliott 2020-12-25

With strong foundations in theory and featuring a wide range of current and international examples, *Strategic Advertising Management* presents an overview of how advertising works and what is required from a manager's perspective, in the development of an effective communication plan.

Strategic Integrated Marketing Communications - Larry Percy 2014-06-27

An essential book for today's marketer now that integrated marketing communications form a critical success factor in building strong brands and strong companies This new edition is still the only textbook on the market to deal with all aspects of IMC from a strategic perspective Corporate image, identity and reputation have never been more important and this book unlocks the key factors in achieving and enhancing this Integrated Marketing Communications is not just about utilizing different communication options in your marketing campaign; it is about planning in a systematic way to determine the most effective and consistent message for your target audience. As such, it depends upon identifying the best positioning, generating positive brand attitude, a consistent reinforcement of the brand's message through IMC channels, and ensuring that all marketing communication supports the company's overall identity, image, and reputation. This textbook is a roadmap to achieving this, thoroughly updated to reflect the dynamic changes in the

area since the first edition was published. New to this edition: New sections on social media and how to integrate them into your marketing function New chapter on message development and an enhanced chapter on the IMC plan Robust pedagogy to help reinforce learning and memory Enhanced teaching materials online to help lecturers prepare their courses Brand new real-life case study vignettes

Marketing Management Essentials You Always Wanted To Know (Second Edition) - Callie Daum 2020-07-04

Marketing is both detailed and vague, with many complexities. This book provides new managers and leaders with a foundation in the core issues of marketing:

- An overview of marketing and marketing management
- Creating a strategic marketing plan
- Performing market research
- Creating and maintaining customer relationships and customer value

Marketing Management Essentials You Always Wanted To Know is part of the Self-Learning Management Series that helps working professionals moving into management roles. The series addresses every aspect of business from HR to finance, marketing, and operations. Each book includes fundamentals, important concepts, and well-known principles, as well as practical applications of the subject matter.

Strategic Market Management - David A. Aaker 1995

Relevant for strategic management courses as well as market management, this textbook synthesizes literature in the field of strategy and can be used at both the undergraduate and MBA levels. This edition's global perspective reflects the trend to integrate marketing throughout a company.

Studyguide for Strategic Advertising Management by Larry Percy, ISBN 9780199605583 - Cram101 Textbook Reviews 2013-01-01

Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompany: 9780199605583 .

Strategic Advertising Management - Larry Percy 2012-03-29

"An online resource centre accompanies this title with additional resources for students and lecturers . . ."--P. 4 of cover.

Strategic Marketing - Douglas West 2010-03-25

This text discusses how companies create competitive advantage through strategic marketing. Using established frameworks and concepts, it examines aspects of marketing strategy and thinking. It provides examples to facilitate the understanding of theoretical concepts.

Applied Strategic Marketing - Karel Jan Alsem 2019-03-08

This book, originally published in Dutch, provides a uniquely practical approach to strategic marketing planning. Combining a comprehensive overview of theory with practice, each chapter takes the reader step by step through the strategic marketing process. Beginning with identifying the value proposition, it moves on to the situational analysis that underpins the corporate strategy, and finally details the overall implementation and creation of a customer and brand values. Applied Strategic Marketing equips the reader with the necessary tools and techniques to develop and deliver a thorough and effective marketing strategy. With a broad range of international case studies that bring the theory to life, this well-renowned and updated translation is vital reading for undergraduate and postgraduate students of marketing management and strategic marketing. It should also be of interest to marketing practitioners who want a clear overview to aid them in the planning process.

Strategic Marketing Management in Asia - Syed Saad Andaleeb 2016-12-22

With a view to continue the current growth momentum, excel in all phases of business, and create future leadership in Asia and across the globe, there is a felt need to develop a deep understanding of the Asian business environment, and how to create effective marketing strategies that will help growing their businesses.

Strategic Marketing Management - Mark E. Parry 2005

THE MCGRAW-HILL EXECUTIVE MBA SERIES Readers look to The McGraw-Hill Executive MBA series for straight-talking, technique-filled books written by frontline executive education professors and modeled after the

programs of top business schools. Strategic Marketing Management provides a logical approach for developing and positioning corporate and product brands and skillfully managing those brand positions over time. Case studies and examples illustrate how to maximize benefits from a "first-mover" strategy, navigate a brand extension, set priorities when establishing brand meanings, and more.

Cases in Advertising Management - Larry D. Kelley 2009

"Cases in Advertising Management" offers a wide range of short, medium-length, and longer cases, all designed to illuminate the topics covered in an Advertising Management course. The book can stand alone, or, for instructors who wish to incorporate a combined casebook and textbook approach, it can be adopted alongside any standard text, including Advertising Management by the same authors. The book features actual real-life cases that reflect current trends in the advertising and promotion industry, with a strong emphasis on digital media and integrated marketing communications. A detailed introduction ('How to Analyze a Case Study') is followed by 30 cases, covering a full range of topics for a semester-long course, including financial management, business planning, strategic planning, budgeting, human resource management, and managing change.

Market-Driven Management - Jean-Jacques Lambin 2012-07-19

Market-Driven Management adopts a broad approach to marketing, integrating the strategic and operational elements of the discipline. Lambin's unique approach reflects how marketing operates empirically, as both a business philosophy and an action-oriented process. Motivated by the increased complexity of markets, globalisation, deregulation, and the development of e-commerce, the author challenges the traditional concept of the 4Ps and the functional roles of marketing departments, focusing instead on the concept of market orientation. The book considers all of the key market stakeholders, arguing that developing market relations and enhancing customer value is the responsibility of every member of the organization, and that the development of this customer value is the only way for a firm to achieve profit and growth. New to this edition: - Greater coverage of ethical issues and corporate social

responsibility; cultural diversity; value and branding and the economic downturn - Broad international perspective - Thoroughly revised to reflect the latest academic thinking and research With its unique approach, international cases and complementary online resources, this book is ideal for postgraduate and upper level undergraduate students of marketing, and for MBAs and Executive MBAs.

Strategic Marketing Management: Theory and Practice - Alexander Chernev 2019-01-01

Strategic Marketing Management: Theory and Practice offers a systematic overview of the fundamentals of marketing theory, defines the key principles of marketing management, and presents a value-based framework for developing viable market offerings. The theory presented stems from the view of marketing as a value-creation process that is central to any business enterprise. The discussion of marketing theory is complemented by a set of practical tools that enable managers to apply the knowledge contained in the generalized frameworks to specific business problems and market opportunities. The information on marketing theory and practice contained in this book is organized into eight major parts. The first part defines the essence of marketing as a business discipline and outlines an overarching framework for marketing management that serves as the organizing principle for the information presented in the rest of the book. Specifically, we discuss the role of marketing management as a value-creation process, the essentials of marketing strategy and tactics as the key components of a company's business model, and the process of developing an actionable marketing plan. Part Two focuses on understanding the market in which a company operates. Specifically, we examine how consumers make choices and outline the main steps in the customer decision journey that lead to the purchase of a company's offerings. We further discuss the ways in which companies conduct market research to gather market insights in order to make informed decisions and develop viable courses of action. Part Three covers issues pertaining to the development of a marketing strategy that will guide the company's tactical activities. Here we focus on three fundamental aspects of a company's marketing strategy: the

identification of target customers, the development of a customer value proposition, and the development of a value proposition for the company and its collaborators. The discussion of the strategic aspects of marketing management includes an in-depth analysis of the key principles of creating market value in a competitive context. The next three parts of the book focus on the marketing tactics, viewed as a process of designing, communicating, and delivering value. Part Four describes how companies design their offerings and, specifically, how they develop key aspects of their products, services, brands, prices, and incentives. In Part Five, we address the ways in which companies manage their marketing communication and the role of personal selling as a means of persuading customers to choose, purchase, and use a company's offerings. Part Six explores the role of distribution channels in delivering the company's offerings to target customers by examining the value-delivery process both from a manufacturer's and a retailer's point of view. The seventh part of the book focuses on the ways in which companies manage growth. Specifically, we discuss strategies used by companies to gain and defend market position and, in this context, address the issues of pioneering advantage, managing sales growth, and managing product lines. We further address the process of developing new market offerings and the ways in which companies manage the relationship with their customers. The final part of this book presents a set of tools that illustrate the practical application of marketing theory. Specifically, Part Eight delineates two workbooks: a workbook for segmenting the market and identifying target customers and a workbook for developing the strategic and tactical components of a company's business model. This part also contains examples of two marketing plans—one dealing with the launch of a new offering and the other focused on managing an existing offering.

Cases in Advertising Management - Larry D Kelley 2014-12-18

"Cases in Advertising Management" offers a wide range of short, medium-length, and longer cases, all designed to illuminate the topics covered in an Advertising Management course. The book can stand alone, or, for instructors who wish to incorporate a combined casebook and textbook approach, it can be adopted alongside any standard text, including

Advertising Management by the same authors. The book features actual real-life cases that reflect current trends in the advertising and promotion industry, with a strong emphasis on digital media and integrated marketing communications. A detailed introduction ('How to Analyze a Case Study') is followed by 30 cases, covering a full range of topics for a semester-long course, including financial management, business planning, strategic planning, budgeting, human resource management, and managing change.

Strategic Marketing Management - Carol H. Anderson 2000

This text offers comprehensive coverage of current marketing management concepts and issues such as globalization, information age economy, ethics, and the environment. Each chapter opens with a scenario that introduces students to the topic, a margin glossary throughout defines special terms, and end-of-chapter discussion questions and exercises test students' understanding of the material. The supplementary casebook, which may be used with any marketing text, provides timely, relevant studies of organizations in a wide range of industries.

Studyguide for Strategic Advertising Management by Larry Percy, ISBN 9780199532575 - Larry Percy 2012-07

Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780199532575 .

Cases in Strategic Marketing Management - Guillermo D'Andrea 2001

For courses in Marketing Strategy. This new book fosters an understanding of marketing in Latin America in two ways: extensive cases that give readers information that is not readily available outside of Latin America, and extensive notes that help put the cases in context. The cases are written by two highly-respected authors who are specialists in the field.

Marketing Strategy and Management - Michael J. Baker 2017-09-16

The fifth edition of Marketing Strategy and Management builds upon Michael Baker's reputation for academic rigor. It retains the traditional, functional (4Ps) approach to marketing but incorporates current research, topical examples and case studies, encouraging students to apply theoretical principles and frameworks to real-world situations.

Strategic Marketing Management - S. Soundaian 2019-06-05

Essentials of Strategic Marketing Management, The Process of Strategic Marketing Management, Analysing Buyer Behaviour, Strategic Marketing Factors for Growth, Strategic Marketing Planning, Situation Analysis, Market Segmentation and Product Positioning, Strategic Product Pricing, The Distribution Strategy, Product Life Cycle Management Strategies, New Product Strategies, Competition-Winning Strategies, Advertising and Sales Promotion Strategies, Salesforce Management Strategies, Strategies Brand Management, Creation of Competitive Advantages, Strategic Services Management, Customer Relationship Strategies

Essentials of Marketing Management - Geoffrey Lancaster 2017-08-24

The overall success of an organization is dependent on how marketing is able to inform strategy and maintain an operational focus on market needs. With an array of examples and case studies from around the world, Lancaster and Massingham's vital study offers an alternative to the traditional American focused teaching materials currently available. This second edition has been fully revised and updated, including a new chapter on digital marketing written by Dr Wilson Ouzem. Topics covered include: consumer and organizational buyer behaviour product and innovation strategies direct marketing Social media marketing Designed and written for undergraduate, MBA and masters students in marketing management classes, Essentials of Marketing Management builds on the successful earlier edition to provide a solid foundation to understanding this core topic.

Advertising Management in a Digital Environment - Larry D. Kelley 2021-07-22

Advertising Management in a Digital Environment: Text and Cases blends the latest methods for digital communication and an understanding of the

global landscape with the best practices of the functional areas of management. Divided into three core sections, the book provides a truly holistic approach to Advertising Management. The first part considers the fundamentals of advertising management, including leadership, ethics and corporate social responsibility, and finance and budgeting. The second part considers human capital management and managing across cultures, whilst the third part discusses strategic planning, decision making and brand strategy. To demonstrate how theory translates to practice in advertising, each chapter is illustrated with real-life case studies from a broad range of sectors, and practical exercises allow case analysis and further learning. This new textbook offers an integrated and global approach to Advertising Management and should be core or recommended reading for undergraduate and postgraduate students of Media Management, Advertising, Marketing Management and Strategy, Communications and Public Relations. The applied approach provided by case study analysis makes it equally suitable for those in executive education and studying for professional qualifications.

Strategic Advertising Management - Larry Percy 2001

The second edition of Percy and Elliott's Strategic Advertising Management continues to deal with advertising from a strategic rather than simply a descriptive standpoint and covers all the main topics on an Advertising Management module. The authors firstly address what advertising is meant to do, and then go on to provide an understanding of what is necessary in the development of effective advertising and promotion. The text has been fully updated and revised to include expanded chapter introductions and explicit key concepts. The chapters on 'Developing a Communication Strategy' and 'Processing the Message' have been significantly expanded, as has the concluding part-'Integrating Advertising and Promotion'. The authors use numerous examples of successful advertising images and a number of extended case histories to illustrate the application of the various theories discussed. Accompanying the new edition is a companion web site containing, for lecturers: PowerPoint slides with selected figures from the text and suggested classroom exercises; and for students: web links and additional questions.

Book jacket.

Marketing Management - S. Jayachandran 2004-05

This book is appropriate as a core textbook for Marketing Management in Post Graduate programmes including MBA. The text provides right from the basics in Marketing to Analysis and Application of Strategic Tools in Marketing Management. CORE FEATURES Structure : Six parts with 20 chapters Objective: Make the readers to understand marketing theory & concepts and prepare them as tomorrow's marketing managers, academicians etc., Style: Simple and lucid style to understand theory and concepts with live corporate examples. Focus: As core text book to post graduate students-MBA, M Com, M A, M Tech etc. Delighting Features (Value Addition) V Each part underlies a specific objective. v Each chapter starts with a marketing profile of leading corporate house with web address. This enables the reader to understand what is a corporate house, what are their businesses, what are their marketing and operating philosophies, v Summary of each chapter makes the reader to grasp the chapter contents with easy effort. v Each chapter has questions for discussion, preparing the students well for examination. v Each chapter ends with practical exercises for critical analysis and thinking which makes the reader to think critically. v Case Studies lead the reader to improve his/her analytical skills and practical knowledge.

Strategic Marketing Management - Richard M.S. Wilson 2012-08-06

This third edition of Strategic Marketing Management confirms it as the classic textbook on the subject. Its step- by- step approach provides comprehensive coverage of the five key strategic stages: * Where are we now? - Strategic and marketing analysis * Where do we want to be? - Strategic direction and strategy formulation * How might we get there? - Strategic choice * Which way is best? - Strategic evaluation * How can we ensure arrival? - Strategic implementation and control This new revised and updated third edition has completely new chapters on 'The Nature and Role of Competitive Advantage' and 'The Strategic Management of the Expanded Marketing Mix', and extensive new material covering: * The changing role of marketing * Approaches to analysing marketing capability * E-marketing * Branding * Customer relationship management * Relationship management myopia * The decline of loyalty The book retains the key features that make it essential reading for all those studying the management of marketing - a strong emphasis on implementation, up to date mini cases, and questions and summaries in each chapter to reinforce key points. Widely known as the most authoritative, successful and influential text in the sector, the new edition remains an irreplaceable resource for undergraduate and graduate students of business and marketing, and students of the CIM Diploma. Strategic Advertising Management -