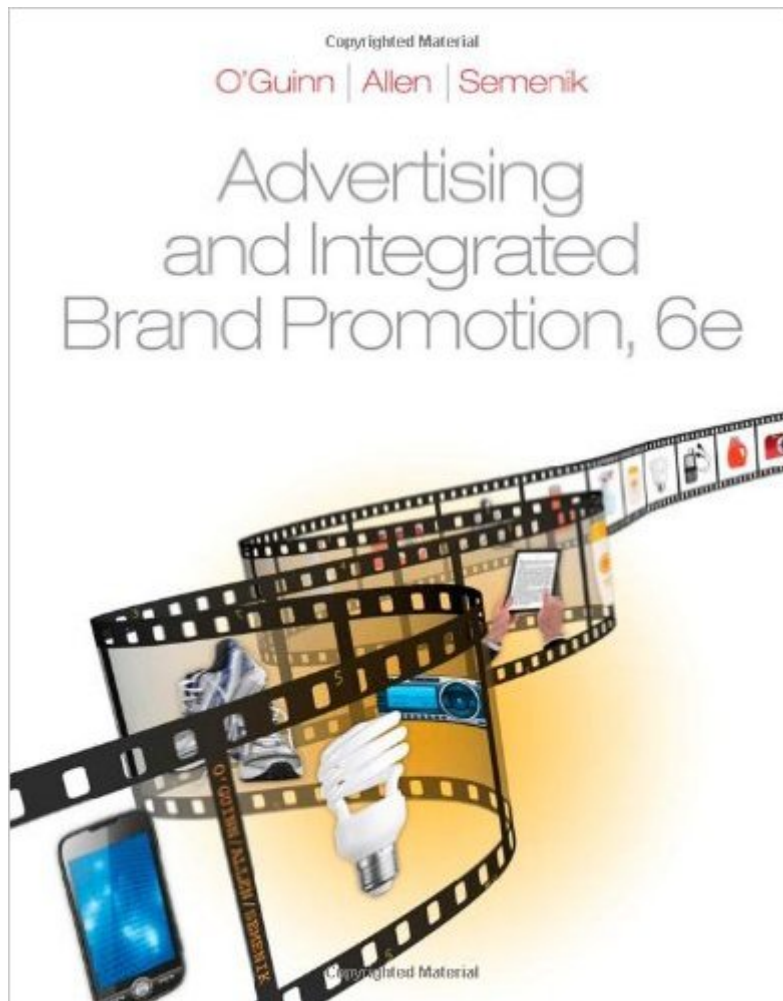


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# Advertising And Integrated Brand Promotion



## Synopsis

O'Guinn/Allen/Semenik's ADVERTISING AND INTEGRATED BRAND PROMOTION, 6E places the reader in the midst of today's fast-paced, exhilarating world of advertising -- demonstrating how good advertising is the result of hard work and careful planning. The authors draw from their vast business and teaching experience to integrate a solid understanding of advertising strategy and theory with hands-on, real applications. A leader for its emphasis on integrated brand promotion, this edition combines a compelling presentation of the fundamentals of advertising with invigorating coverage of the latest practices and industry developments, such as social media, design thinking, and the impact of globalization. Advertising strategy comes to life with more than 500 of today's most contemporary ads and exhibits. The book's content follows the same process as an advertising agency to equip readers with the tools, knowledge, and practice for effective results.

## Book Information

Hardcover: 736 pages

Publisher: Cengage Learning; 6 edition (February 16, 2011)

Language: English

ISBN-10: 0538473320

ISBN-13: 978-0538473323

Product Dimensions: 1.2 x 8.5 x 11 inches

Shipping Weight: 4.1 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars [See all reviews](#) (20 customer reviews)

Best Sellers Rank: #131,599 in Books (See Top 100 in Books) #34 in [Books > Business & Money > Marketing & Sales > Marketing > Product Management](#) #173 in [Books > Textbooks > Business & Finance > Marketing](#) #248 in [Books > Business & Money > Marketing & Sales > Advertising](#)

## Customer Reviews

Some concepts are not coherent and not consistent. Even sometimes some information differs. Like amounts. Found a few places where in 1 chapter the amount was \$2-3 billion different, dependent of the source (same year). I would prefer better structure as it is primarily a textbook. I have to say I have learned a lot from the textbook. It was worth over \$100 for the knowledge and the grade I received.

This book was very informative and held my interest during the semester in my Advertising and Promotions class. It contains a lot of visuals, photos and contemporary language. However it

contains a lot of info so I would suggest reading the text prior to tests, especially because my professor himself always refers to its lengthiness in his lectures.

I love O'Guinn. this text book is very useful, easy to read and translate to my language. the content is very up to date and useful to apply to strategic planning which mixed advertising and other brand promotion tools. Strategic planner must have it.

I rented this book. It's a good book although there are some highlights and underlines in it. Just want to make sure that the book holder would not blame me for those mark. In fact, they help with my tests.

At first when I got the book I thought they had sent me something they printed themselves and just slapped the same title on, but as it turns out the entire book has a plain white sticker over the entire cover with the title of the actual textbook in black print. The sticker had black prints and scratches all over it while the actual cover underneath the sticker is fine. I just can't get the sticker off. This isn't what I paid for.

This is a great product because I needed it for school. I had no issues with it so far and Thank you for the book

Comprehensive, up to the minute work which covers ALL the bases in a refreshing and always engaging but methodical style that leaves no stone unturned in elucidating the principles and practice of advertising. A reference work which no ad professional or aspiring one should be without. Highly recommended.

Book was in good shape and as described! No noticeable marks, damage, highlighting or writing in the margins like some used books have.

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