



# Advertising and Promotions: An Integrated Brand Approach 6/ed

*Allen Et.Al Semenik*

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## **Advertising and Promotions: An Integrated Brand Approach 6/ed** Allen Et.Al Semenik

Key features cutting-edge coverage highlights today's most current topics and emerging trends. New adcritic videos introduce students to some of today's most creative examples in advertising. Expanded visuals and the latest ad examples bring learning to life. A leader in brand strategy, this edition continues to be among first to introduce emerging trends. Practical structure clearly presents fundamentals of advertising. Integrated international coverage highlights global advertising issues. Emphasis on ethical practices highlights those most critical in advertising today. About the book: advertising and promotions: an integrated brand approach show your students how good advertising is the result of hardwork and careful planning with the exciting new advertising andpromotions: an integrated brand approach, 6e, from leading authorssemenik/allen/o'guinn. This clearly written text brings a solidunderstanding of advertising strategy to life with more dynamicvisuals and graphic examples than ever before. More than 500 oftoday's most contemporary ads and exhibits help provide theinnovative, integrated learning experience your students need foradvertising results and business success. A leader for its emphasis on integrated brand promotion, thisedition combines a compelling presentation of the fundamentals ofadvertising with invigorating coverage of contemporary topics andthe latest advertising trends. In-depth coverage of social media,new coverage of design thinking, an emphasis on globalization andmore cutting-edge coverage exemplifies advertising's latestdevelopments in today's digital society. Packed with practicalapplications and insights, the book presents concepts in thecontext of real advertising practice-as the book's contents followsthe same process as an actual advertising agency.

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