

# Advertising & Brand Building: Principles & Case Studies

Filesize: 6.99 MB

## Reviews

*Great electronic book and useful one. It can be writter in straightforward terms rather than difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding. (Kian Harber)* 

### ADVERTISING & BRAND BUILDING: PRINCIPLES & CASE STUDIES



New Century Publications. Hardback. Book Condition: new. BRAND NEW, Advertising & Brand Building: Principles & Case Studies, K. Pongiannan, In the modern world, advertising remains the most influential element for the promotion of a product/service. Advertising has become the most crucial and important part of marketing strategies. Attracting and retaining consumers is a challenging task in the present day competitive world. Advertising has got a different dimension after the integration of world economies in recent years. Consumers are exposed to thousands of commercial messages every day. These messages appear in the form of outdoor advertisements, newspaper insertions, TV commercials, discount coupons, sale contests, door-to-door publicity, event sponsorships, telemarketing calls, e-mails, and so on. They are just a few of the many communication tools that marketers use to initiate and maintain contacts with their existing and prospective customers. Marketers around the world spend billions of dollars every year in pursuit of building strong brands. However, in a marketing environment marked by media fragmentation, changing technology, and demanding customers, companies must pay particular attention to how their brands are prone to shortened lifecycles. This book contains 14 well-researched papers on different aspects of advertising and brand building. Authored by scholars in the field, they provide deep insights into the requirements of successful marketing in the present day competitive world.

Read Advertising & Brand Building: Principles & Case Studies Online
Download PDF Advertising & Brand Building: Principles & Case Studies

### **Relevant Books**

	Ν.
_	_

The Next Seven Years: A Guide to Help Kids Be Non-Buzzkill, Unicorn Riding, Stand Up Christian Teens. Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Ready to have The Talk with your soon-to-be Teenager? No, of course not.... Download Document »

Self Esteem for Women: 10 Principles for Building Self Confidence and How to Be Happy in Life (Free Living, Happy Life, Overcoming Fear, Beauty Secrets, Self Concept)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Self Esteem for Women 10 Principles for building self confidence and how to... Download Document »

=

## Found around the world : pay attention to safety(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2013-04-01 Pages: 24 Publisher: Popular Science Press How to ensure online... Download Document »

		ľ	
	E		

#### New KS2 English SAT Buster 10-Minute Tests: 2016 SATs & Beyond

Paperback. Book Condition: New. Not Signed; This is Book 2 of CGP's SAT Buster 10-Minute Tests for KS2 Grammar, Punctuation & Spelling - it's a brilliant way to introduce English SATS preparation in bite-sized chunks.... Download Document »

1		Ν
	_	

#### New KS2 English SAT Buster 10-Minute Tests: Grammar, Punctuation & Spelling (2016 SATs & Beyond)

Coordination Group Publications Ltd (CGP). Paperback. Book Condition: new. BRAND NEW, New KS2 English SAT Buster 10-Minute Tests: Grammar, Punctuation & Spelling (2016 SATs & Beyond), CGP Books, CGP Books, This book of SAT Buster... Download Document »