#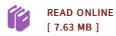 Handbook of Product Placement in the Mass Media: New Strategies in Marketing Theory,Practice,Trends and Ethics (Paperback)

By Mary-Lou Galician

Taylor Francis Inc, United States, 2004. Paperback. Condition: New. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. Leading experts present cutting-edge ideas and current research on product placement! The Handbook of Product Placement in the Mass Media: New Strategies in Marketing Theory, Practice, Trends, and Ethics is the first serious book in English to examine the wider contexts and varied texts of product placement, related media marketing strategies, and audience impacts. The contributors are national experts in a variety of mass media specialties-history, law, and ethics (both media ethics and medical ethics); cultural and critical analysis; content analysis and effects; visuality; marketing, advertising, public relations, and promotion; and digital technology and futures. Handbook of Product Placement in the Mass Media is a part of The Haworth Press, Inc. promotion book series edited by Richard Alan Nelson, PhD, APR.This first-of-its-kind book features interviews with leading critics and proponents of product placement (including the Pulitzer Prize-winning media critic of the LA Times and the Director of the Center for Science in the Public Interest in Washington, DC). You ll also find a lively roundtable...

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