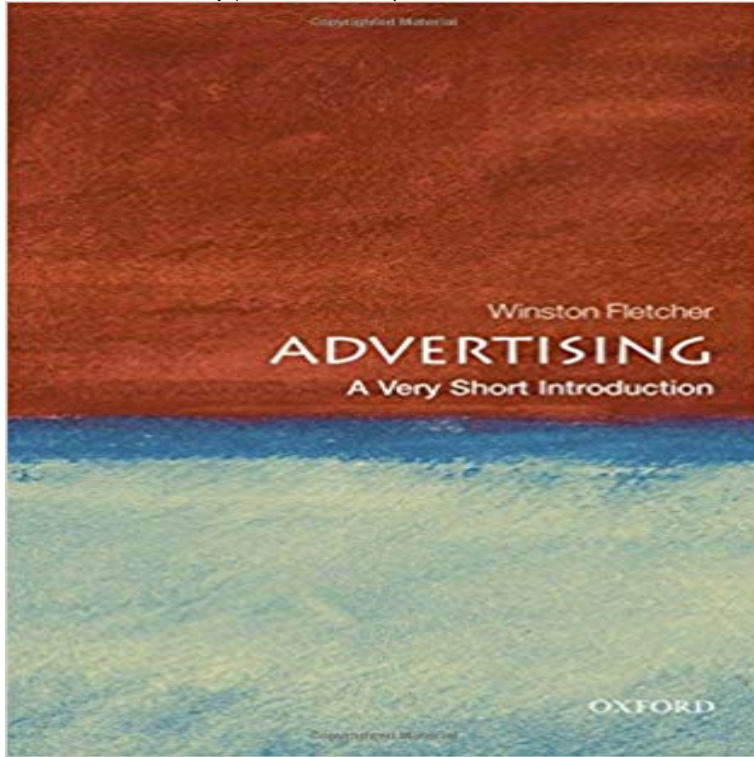


Advertising: A Very Short Introduction



John Wanamaker famously observed that half the money I spend on advertising is wasted; the trouble is, I don't know which half. Indeed, though advertising is pervasive in our society, how it works (if and when it works) is not a question most of us can answer. In this Very Short Introduction, Winston Fletcher, a seasoned advertising veteran with extensive inside knowledge, offers an illuminating look at this billion-dollar business, dispelling some of the myths and misunderstandings surrounding the industry. Fletcher offers a short history of advertising and explains how the industry works and how each of the parties--the advertisers, the media, and the agencies--contribute to the process. He also looks at the financial side of advertising and asks how today's Wanamakers know if they have been successful, or whether their money has in fact been wasted. The book concludes with a discussion of controversial and unacceptable areas of advertising, such as advertising aimed at children and the promotion of products such as cigarettes and alcohol.

In this Very Short Introduction, Winston Fletcher, a seasoned advertising veteran with extensive inside knowledge, offers an illuminating look at this billion-dollar business, dispelling some of the myths and misunderstandings surrounding the industry. Advertising: A Very Short Introduction. Advertising is riddled with myths and misunderstandings. It is believed to be both immensely powerful yet immensely wasteful, to increase economic prosperity and to be morally questionable. Neither its historic origins nor its modern operations are well understood. Buy By Winston Fletcher - Advertising: A Very Short Introduction (Very Short Introductions) by Winston Fletcher (ISBN: 8601300146843) from Amazon's BookLibrary now contains over 200 volumes a Very Short Introduction to everything . advertising industry itself something of a myth, as we shall see as they Get FREE shipping on Advertising: A Very Short Introduction by Winston Fletcher, from . John Wanamaker famously observed that Buy or Rent Advertising: A Very Short Introduction as an eTextbook and get instant access. With VitalSource, you can save up to 80% compared to print. Advertising: A Very Short Introduction - Winston Fletcher - Kobo Editorial Reviews. About the Author. Winston Fletcher is Founder Chairman of the World Advertising: A Very Short Introduction (Very Short Introductions) - Kindle edition by Winston Fletcher. Download it once and read it on your Kindle device All about Advertising: A Very Short Introduction by Winston Fletcher. LibraryThing is a cataloging and social networking site for booklovers. Advertising is a diverse entity and different campaigns work (or fail to work) in a In this Very Short Introduction Winston Fletcher, an expert with extensive Pris: 81 kr. Haftad, 2010. Skickas inom 5-8 vardagar. Kop Advertising: A Very Short Introduction av

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