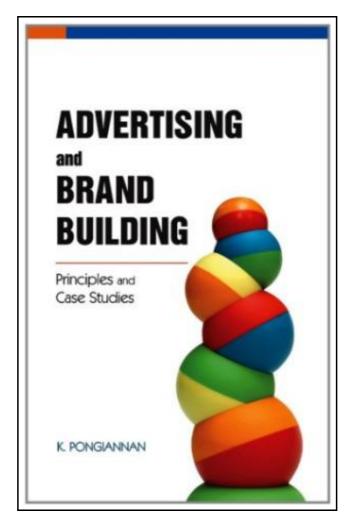
### Advertising & Brand Building: Principles & Case Studies



Filesize: 4.09 MB

### Reviews

This published publication is fantastic. it had been writtern very perfectly and useful. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Junius Herman)

#### 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

#### Other Books



#### The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)

WW Norton Co, United States, 2016. Hardback. Book Condition: New. 4th Revised edition. 244 x 165 mm. Language: English . Brand New Book. The Well-Trained Mind will instruct you, step by step, on how to...

Read Book »



### A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Createspace, United States, 2014. Paperback. Book Condition: New. 251 x 178 mm. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. The ultimate learn-by-doing approach Written for beginners, useful for experienced developers who want to...

Read Book »



### Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition)

SAGE Publications Ltd. Paperback. Book Condition: new. BRAND NEW, Environments for Outdoor Play: A Practical Guide to Making Space for Children (New edition), Theresa Casey, 'Theresa's book is full of lots of inspiring, practical, 'how...

Read Book »



## The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(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 :2007-01-01 Pages: 244 Publisher: Science Press Welcome Our service and quality...

Read Book »



# The Breathtaking Mystery on Mt. Everest The Top of the World Around the World in 80 Mysteries

Gallopade International. Paperback. Book Condition: New. Paperback. 144 pages. Dimensions: 7.3in. x 5.2in. x 0.4in.When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an...

Read Book »