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Advertising & Brand Building: Principles & Case Studies

By K. Pongiannan

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...



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