

ADVERTISING & IMC: PRINCIPLES AND PRACTICE, 9TH EDITION BY SANDRA MORIARTY, NANCY MITCHELL, WILLIAM D. WELLS



Advertising & IMC

Principles and Practice

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An accessible and well-written approach to advertising.

Advertising tracks the changes in today's dynamic world of media and marketing communication—as well as the implications of these changes to traditional practice—and presents them to readers through an accessible, well-written approach.

The ninth edition highlights the increasing importance of consumers as the driving force in today's advertising strategies, social media, and the Internet evolution/revolution. It also includes an increased IMC and brand focus.

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- Binding: Hardcover
- 688 pages

Most helpful customer reviews

18 of 18 people found the following review helpful.

A complete mess

By Thomas Wilk

The previous reviewer ("book maven") is correct. This textbook is a virtual trainwreck- poorly written/edited (see how they misspell "Brainfog" on page 375), disorganized and repetitive. Each chapter rehashes the same concepts - only the buzzwords, choices of filler and the smug insights from a series of talking heads change.

Most notable, however, is the lingering sense that the authors might be a bit lost on how their subject matter relates to the real world. This is rather important for the advertisers, clients and customers that live there. They appear so clueless when they attempt to address "new" media (like the internet), that it's downright comical. It's not 1998 anymore. It's time to either provide some realistic insights, or step aside and drop this volume onto the history shelf.

Any (good) advertising resource should tell you that bewildering the customer is not a sound marketing practice. Charging them \$139 (and that's the Amazon price, the list is \$195) for the experience is downright unethical.

7 of 8 people found the following review helpful.

Advertising & IMC Principles and Practice ...

By David A. Rittenhouse

I have a different perspective than most of the reviews I've read so far here on Amazon.com.

I am a practitioner at a big, good advertising agency in New York City. I have worked in other agencies in San Francisco and London as well, for some of the world's best marketers and brands.

I think that Advertising & IMC offers a unique, foundational view of the industry. It takes a broad and long view, and offers many voices in its narrative. I couldn't disagree more with the reviewer that said it is the equivalent of a few searches on Google.

This book offers a way for newcomers to get started understanding what is a complex industry that is constantly re-inventing itself. The book does this by providing views through lenses like history, regulation, economics, etc, to offer a deeper understanding. In this way it is nothing like the ad industry trade press, conferences, awards show annuals, search engines and other ways of coming at the topic that are of-the-moment but miss the big picture.

Also, as a contributor to the book I think that they have great contributors. (-: Kidding aside, I think that taking a variety of perspectives via a diverse set of contributors is a great way of dimensionalizing things and bringing in different voices.

I feel a lot of sympathy for the criticisms of the price of this book. While I don't completely understand the inner workings of the textbook publishing trade or how much it costs to produce and distribute such a book, the book is pricey. This is especially true given it is now in its 9th edition, and some of the content has been re-purposed from previous editions. And that most of its buyers are on student budgets.

An additional criticism would be the time that it takes for the information to get to students through the textbook channel. This book is updated every few years, which is a long time in advertising industry time. I offer this constructively. In the future, I would expect it to be paired with faster moving medium such as a blog or a non-print version such as an e-book .

One final nit would be that the design and production quality of the book seem just-OK to me. This should not be the case for a book about advertising; an industry that obsesses over design quality as a consumer touch-point.

While no book is perfect, I truly believe that the benefits make this one worth more than the costs. And it has an important role to play.

The bottom line is that there are lots of ways to learn about the advertising and marketing communications business. And learning about it as a student is a great way for new people entering the field to be empowered to change it and improve it. I think this book makes a positive contribution to that world.

4 of 4 people found the following review helpful.

NEEDS UPDATING

By Beginner

This book cost quite a bit but didn't have updated information to represent the shift the past couple of years to social media outlets. Was disappointing that my school chose this book.

See all 31 customer reviews...

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