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Principles and Practice

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**Sandra Moriarty, Nancy
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Advertising and IMC Sandra Moriarty, Nancy Mitchell, William D. Wells, 2018-01-12 Revised edition of Advertising IMC 2015 Advertising: Principles and Practice Sandra Moriarty, Nancy D. Mitchell, William D. Wells, Robert Crawford, Linda

Brennan, Ruth Spence-Stone, 2014-08-01 The 3rd edition of Advertising Principles and Practice is the only practical applied guide to the real world of advertising in Australasia using award winning examples of how and why great advertising is achieved It features new coverage of advertising s role within the integrated marketing communications IMC Moriarty explores the ever changing media landscape and encourages readers to think about the ways in which advertising operates as part of a broader communication strategy How do you define great advertising How do you encourage creativity in advertising How can interactive and digital media add value to advertising These questions and many more are comprehensively answered inside this Australian adaptation of the US text Advertising IMC Principles and Practice by Moriarty Mitchell and Wells

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who endorse social responsibility are inherently serving commercial purposes and diluting the value of socially responsible advertising. Scholars in many fields advertising marketing communications and psychology explore ways to encourage consumers companies and policymakers to adopt socially responsible behaviours and to provide theoretical and practical insights regarding effective applications of pro social and pro environmental marketing messages. This book comprises ten chapters that contribute to advertising theory research and practice by providing an overview of current and diverse research that compares contrasts and reconciles conflicting views regarding social and environmental advertising uncovering individual differences in perception of advertising messages and their consequences for social and environmental behaviours reconciling societal and business interests identifying a message factor that determines eco friendly behaviours and identifying source factors that enhance and weaken advertising effectiveness. This book was originally published as a special issue of the International Journal of Advertising.

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