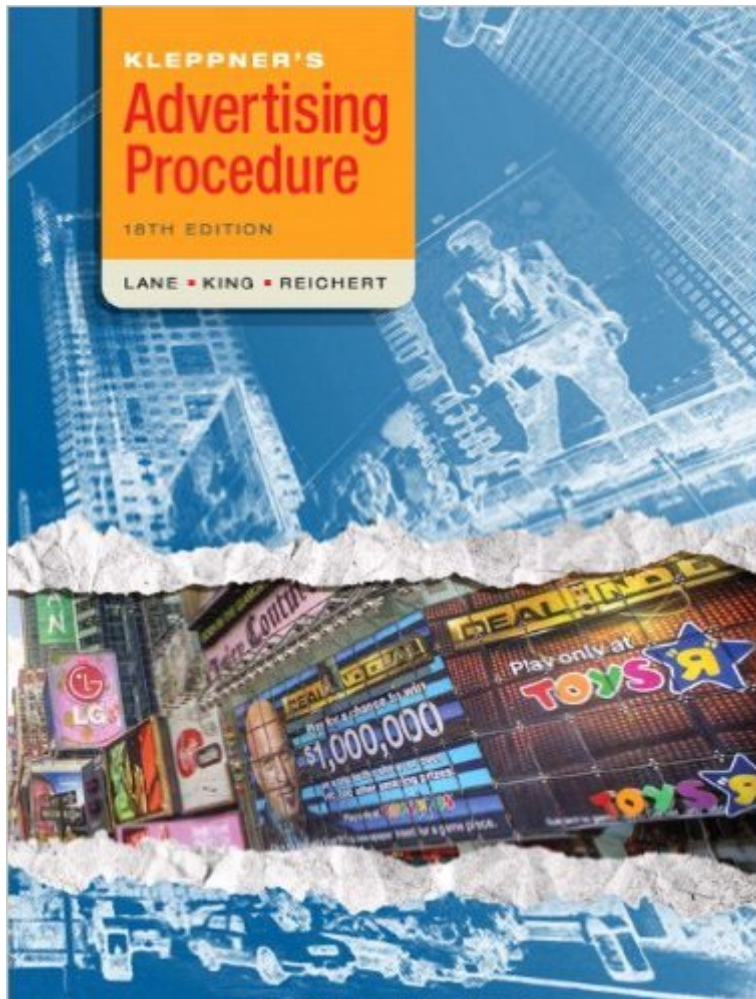


The book was found

# Kleppner's Advertising Procedure (18th Edition)



## Synopsis

An all-inclusive introduction to the exciting and dynamic world of advertising. *Advertising Procedure* introduces readers to advertising by providing insight from professionals and recent examples that highlight the best advertisements and promotional techniques. This text also provides readers with a clear, comprehensive look at the roles practitioners play from three key perspectives: a firm's marketing/advertising department, an ad agency professional, and media executives. The eighteenth edition reflects how new media has changed advertising.

## Book Information

Hardcover: 840 pages

Publisher: Pearson; 18 edition (January 25, 2010)

Language: English

ISBN-10: 0136110827

ISBN-13: 978-0136110828

Product Dimensions: 8.7 x 1.4 x 11 inches

Shipping Weight: 3.9 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (35 customer reviews)

Best Sellers Rank: #38,275 in Books (See Top 100 in Books) #76 in [Books > Business & Money > Marketing & Sales > Advertising](#) #204 in [Books > Business & Money > Accounting](#) #786 in [Books > Textbooks > Business & Finance](#)

## Customer Reviews

This book provides an encyclopedic investigation into the aspects of advertising. This book has stood the test of time, as it is now in its 18th edition. It covers topics including the usage of TV/Radio/Newspapers/Magazines/Direct-Response & Direct-Mail Advertising/Sales Promotion, how to effectively write the advertisement (copy), trademarks and packaging, the advertising campaign, retail advertising, international advertising, legal restraints on advertising, and economic and social effects of advertising. There is a glossary at the end of the book and it provides many quotes from advertising executives to help substantiate the authors' ideas. The below reviews have correctly assessed the excellence of this book. The 4 star review by A Customer (June 27, 1999) is correct in their assessment that there is a high amount of precision utilized in this book. The 4 star review by Daphne Hernandez (May 16, 2013) and the 5 star review by ken (February 28, 2013) are both correct that it would be a great starting point for an advertising novice. After taking 5 pages of notes and finding over 110 worthy concepts for this review, I will list off a few of them here: The structure of

an advertisement:"1) Promise of benefit (the headline) 2) Spelling out of promise (the subheadline, optional) 3) Amplification of story (as needed) 4) Proof of claim (as needed) 5) Action to take (if not obvious)""Advertising operates on two levels: (1) the messages concerning products and services that convey information about brands and companies, and (2) largely unintended messages that nevertheless, impart knowledge about society or some segment of the public and the way people behave.

[Download to continue reading...](#)

Kleppner's Advertising Procedure (18th Edition) Civil Procedure MBE Practice Questions: Simulated MBE Practice Questions Testing Civil Procedure with Answers and Explanations Graphis Advertising 98 (Graphis Advertising Annual) Epica Book 10: Europe's Best Advertising (Epica Book, European Advertising Annual) (No. 10) Upgrading and Repairing PCs (18th Edition) The Hodges Harbrace Handbook, 18th Edition Casenote Legal Briefs: Civil Procedure, Keyed to Marcus, Redish, Sherman, and Pfander, Sixth Edition Along Interstate-75, 18th edition: From Detroit to the Florida Border Naval Institute Guide to the Ships and Aircraft of the U.S. Fleet, 18th Edition Economics Today: The Macro View (18th Edition) Economics Today: The Micro View (18th Edition) Veterans of Foreign Wars (VFW) Podium Edition 2017: Congressional Charter, By-Laws, Manual of Procedure and Ritual Federal Taxation Practice and Procedure (11th Edition) Fashion: A History from the 18th to the 20th Century Carving 18th-Century American Furniture Motifs 28 Italian Songs & Arias of the 17th & 18th Centuries - Medium High - Book/Online Audio: Based on the original editions by Alessandro Parisotti 28 Italian Songs & Arias of the 17th & 18th Centuries - Medium Low, Book/Online Audio: Based on the original editions by Alessandro Parisotti 24 Italian Songs & Arias of the 17th & 18th Centuries: Medium Low Voice - Book with Online Audio (Schirmer's Library of Musical Classics) 28 Italian Songs & Arias of the 17th & 18th Centuries: Based on the Editions by Alessandro Parisotti High Voice, Book only Mastering Multiple Choice for Federal Civil Procedure MBE Bar Prep and 1L Exam Prep, 2d (Career Guides)

[Dmca](#)