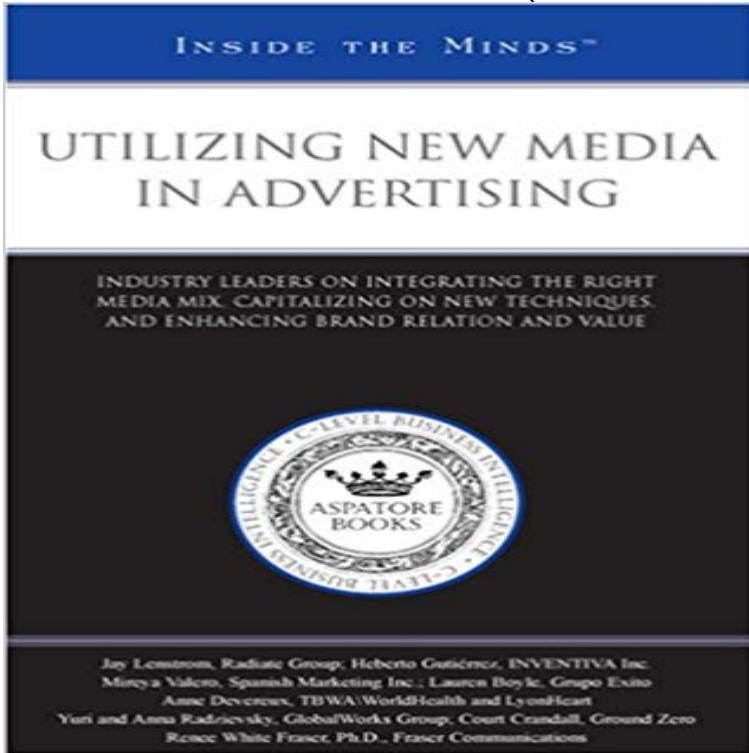


Utilizing New Media in Advertising: Industry Leaders on Integrating the Right Media Mix, Capitalizing on New Techniques, and Enhancing Brand Relation and Value (Inside the Minds)



Utilizing New Media in Advertising is an authoritative, insider's perspective on the key strategies for using new media approaches to create attention-grabbing advertising campaigns. Featuring presidents and CEOs representing some of the nation's leading advertising agencies, this book provides a broad, yet comprehensive overview of the variety of new multimedia advertising techniques used to grab the consumer's attention in today's competitive marketplace. Citing recent examples both successful and unsuccessful of implementing new media in advertising, the authors articulate the finer points of an industry in which taking a risk on a new and innovative approach can make your client a household name. From choosing the right medium to meet the client's objectives and reach their audience to understanding how to create a consumer's emotional connection to the product, these authorities offer practical and adaptable strategies for keeping up with and taking advantage of developing technology and media. The different niches represented and the breadth of perspectives presented enable readers to get inside some of the great strategic minds of today, as experts offer an insider's glimpse into this revolutionary industry. Inside the Minds provides readers with proven business intelligence from C-Level executives (Chairman, CEO, CFO, CMO, Partner) from the world's most respected companies nationwide, rather than third-party accounts from unknown authors and analysts. Each chapter is comparable to an essay/thought leadership piece and is a future-oriented look at where an industry, profession, or topic is headed and the most important issues for the future. Through an exhaustive selection process, each author was hand-picked by the Inside the Minds editorial board to author a chapter for this book. Chapters Include: 1. Jay Lenstrom, Chief Executive Officer, Radiate Group -

Advertisers Deliver a Message, But Customers Seek an Experience! 2. Heberto Gutierrez, Chief Executive Officer and Principal, INVENTIVA Inc. - New Media with Relevant Content Offer Great Tools for Reaching Hispanics 3. Mireya Valero, President and Chief Executive Officer, Spanish Marketing Inc. - Our Promise: The Client...First! 4. Lauren Boyle, President, Grupo Exito - Hispanic Marketing and Advertising 5. Anne Devereux, Chairman and Chief Executive Officer, TBWA//WorldHealth and LyonHeart - Disrupting the Health Care Space 6. Yuri and Anna Radziewsky, Chairman and Chief Executive Officer; Chief Creative Officer and Executive Vice President, GlobalWorks Group - Brands without Borders 7. Court Crandall, Creative Partner, Ground Zero - Effective Creativity 8. Renee White Fraser, Ph.D., Chief Executive Officer, Fraser Communications - The Power of Engagement

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Advertising is an authoritative, insiders perspective on of today, as experts offer an insiders glimpse into this revolutionary industry. Utilizing New Media in Advertising: Industry Leaders on Integrating the Right Media Mix, Capitalizing on New Techniques, and Enhancing Brand Relation and Value. **9780314987044 (?) ?0314987045 - ????(aka DieBuchSuche) 17 ????? ????? 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Self Promotion: Pole Position in Media Brand Management. 11. **Utilizing New Media in Advertising: Industry Leaders on Integrating** Industry Leaders on Integrating the Right Media Mix, Capitalizing on New Techniques, and Enhancing Brand Relation and Value (Inside the Minds) by none **Utilizing New Media in Advertising Industry Leaders on Integrating** The Food & Beverage Industry: Industry Leaders from Wise Foods, The Dannon Building a Strong Team, and Adding Value to a Company (Inside the Minds) . Utilizing New Media in Advertising: Industry Leaders on Integrating the Right Media Mix, Capitalizing on New Techniques, and Enhancing Brand Relation and **Utilizing New Media in Advertising: Industry Leaders on Integrating** marketing communications environment, the customer-based brand equity model establish the desired awareness and image in the minds of consumers. . In this new media environment, the consumer is increasingly in control. . pyramid, which occurs only if the right building blocks are put into place (see Figure 2 for. **9780314987044 - Bogen Sogning (aka DieBuchSuche) 17 ????? ????? (?????) 2016** Utilizing New Media in Advertising: Industry Leaders on Integrating the Right Media Mix, Capitalizing on New Techniques, and Enhancing Techniques and Enhancing Brand Relation and Value Inside the Minds (2008) (?). **Other - Legal Solutions - Thomson Reuters** 2016?11?17? 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