

The Advertising Handbook unravels the how and why of advertising and places the industry in its social, historical and political context. Focusing on key debates it explores the competitive practices and discourses which govern the industry and those who work in it discussing topics including agency structures, advertiser-agency relationships and regulation. Sean Brierley examines the reasons why companies and organisations advertise; how they research their markets; where they advertise and in which media; the principles and techniques of persuasion and their effectiveness, and how companies measure their success. The Advertising Handbook challenges conventional wisdoms about advertising's power and authority to offer a realistic assessment of its role in business. It also covers the changing definition of advertising with a look at the new communications agencies. It will be essential reading for anyone studying or teaching advertising or hoping to work in the industry.

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