

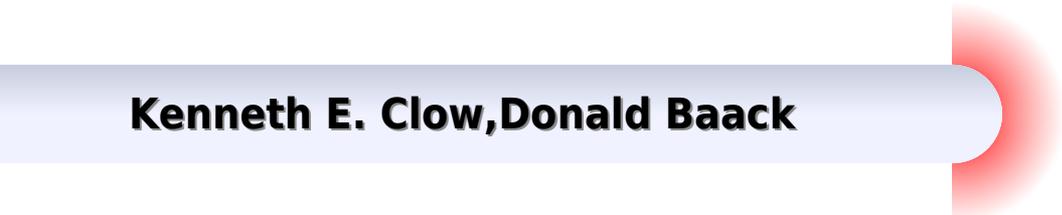
Cases in Advertising Management

Larry D. Kelley and
Donald W. Jugenheimer



Cases In Advertising Management

Kenneth E. Clow, Donald Baack



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management textbook for instructors who want to more clearly connect theory and practice to actual cases **Advertising Management** Harper W. Boyd, Joseph W. Newman, 1965 *Advertising Management* Donald W. Jugenheimer, Larry D. Kelley, 2009 This comprehensive book is designed to serve as a primary text for the Advertising Management course that follows the more general Principles of Advertising course It can stand alone or for instructors who prefer a case based approach it can be adopted together with Cases in Advertising Management 978 0 7656 2261 7 by the same authors Advertising Management covers a full range of topics for a semester long course including financial management business planning strategic planning budgeting human resource management ethics and managing change There is even a unique section on managing yourself and your own career in advertising The text includes plentiful figures tables and sidebars and each chapter concludes with useful learning objectives summaries discussion questions and additional resources

Advertising Management and the Business Publishing Industry Albert N. Greco, 1991 In this text the author addresses some of the key issues confronting advertising managers in the diverse business publishing industry He presents 39 case studies of major publishing firms including McGraw Hill Maxwell Communications and Harcourt Brace and Jovanovich

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