Advertising Management

Donald W Jugenheimer, Larry D Kelley, Fogarty Klein Monroe
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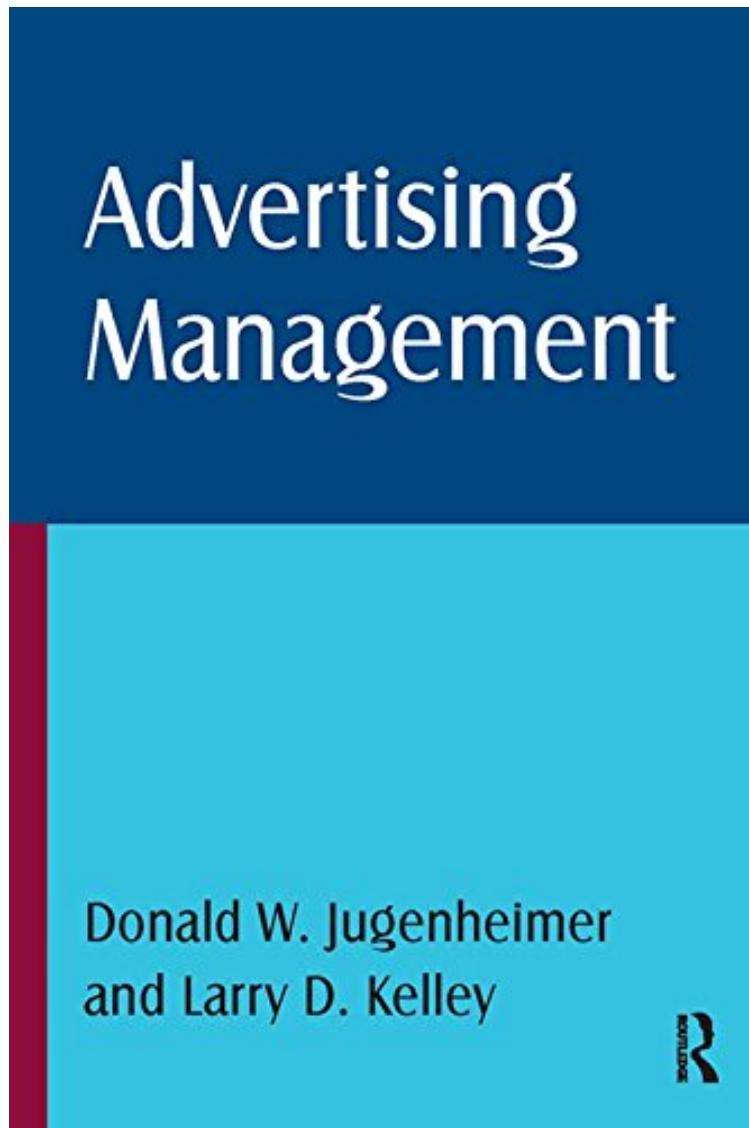
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Donald W Jugenheimer, Larry D Kelley, Fogarty Klein Monroe : Advertising Management before purchasing it in order to gage whether or not it would be worth my time, and all praised Advertising Management:

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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.