

Download Spending Advertising Money In The Digital Age How To Navigate The Media Flow

Spending Advertising Money in the Digital Age describes how to select the right media channel to promote a brand from the many that are now available, and if employing a range of media, which to concentrate on and how to allocate the budget between them. It also reveals how to determine if the media spend behind a brand has had an effect. Spending Advertising Money in the Digital Age also has contributions from leading figures in the media industry and contains many examples of top campaigns with demonstrable results in the marketplace. (source: Nielsen Book Data) 9780749463052 20190204 Get this from a library! Spending advertising money in the digital age : how to navigate the media flow. [Hamish Pringle; Jim Marshall] -- Seismic changes are occurring in the world of advertising due to the inexorable rise of new technologies and the way consumers are using new media. These changes in behaviour are challenging accepted ... Spending advertising money in the digital age : how to navigate the media flow. [Hamish Pringle; Jim Marshall] -- Seismic changes are occurring in the world of advertising due to the inexorable rise of new technologies and the way consumers are using new media.