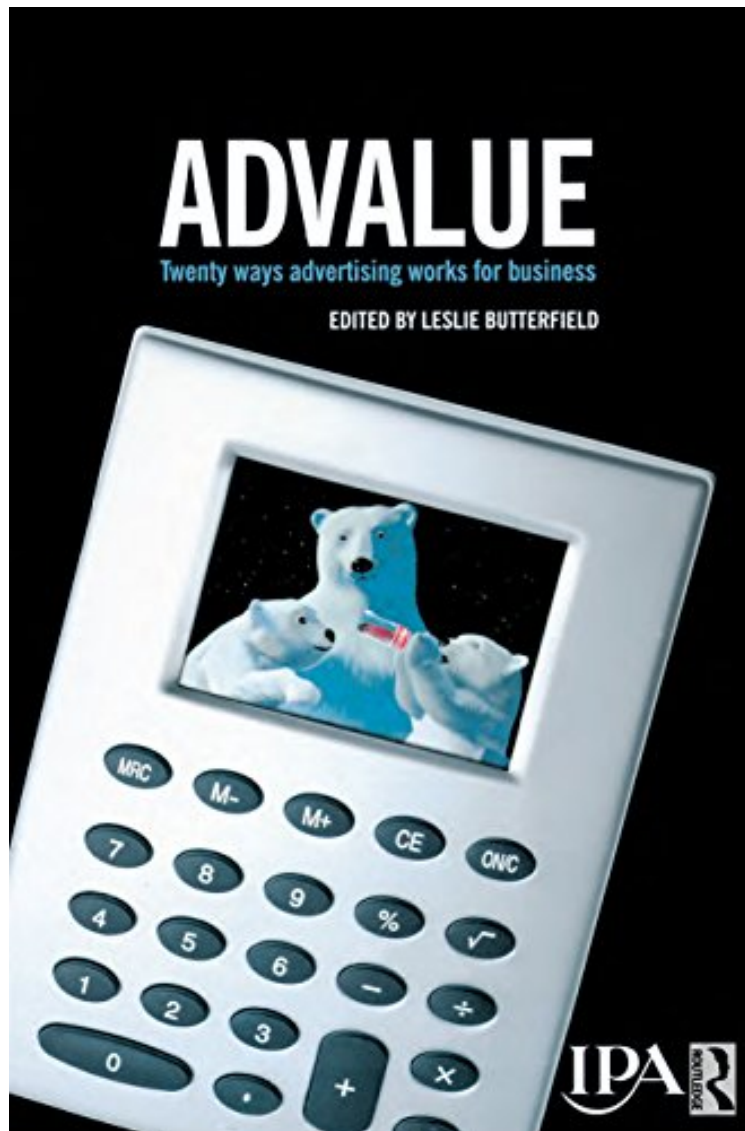


(Mobile book) AdValue

AdValue

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From Routledge : AdValue before purchasing it in order to gauge whether or not it would be worth my time, and all praised AdValue:

Advalue is organised into four sections, according to where the advertising effect is to be seen: * Company value effects * Business performance effects * Customer effects * Brand effects In addition, there is a brief introductory section and each chapter is prefaced by a short executive summary describing 'the argument in brief'. The individual authors are leading experts in their fields drawn from the advertising industry, the client community and the academic

world. The book is aimed both at an advertising audience and at a general business audience - spanning from Finance to Marketing - who need to tie advertising spend to tangible outcomes.

About the Author Leslie Butterfield is CEO of the strategic brand consultancy Butterfield8, founder of agency Partners BDDH and a fellow of the IPA.