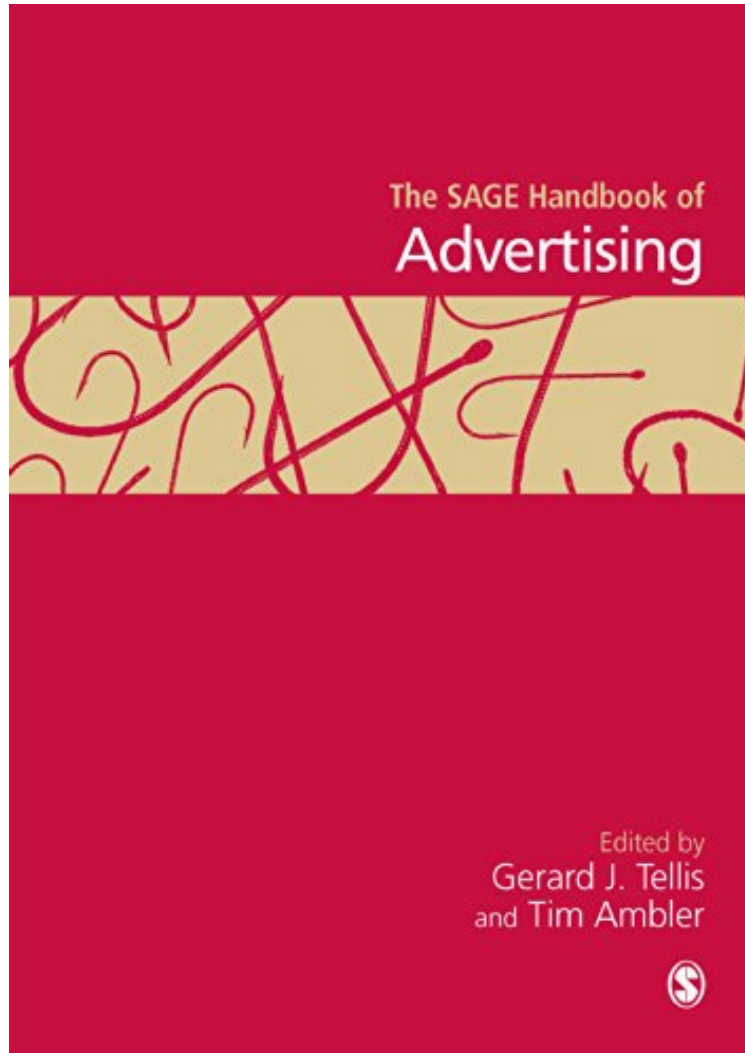


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## The SAGE Handbook of Advertising

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"The editors have produced a work that offers insight into a variety for advertising issues in a compelling, well-organizednbsp; manner. This handbook is a useful resource for practitioners as well as upper-division undergraduate and graduate students. Researchers and faculty members will find it a valuable supplement to their current collection of writings on advertising." (N.E. Furlow CHOICE 2008-08-14) "The editors have produced a work that offers insight into a variety for advertising issues in a compelling, well-organizednbsp; manner. This handbook is a useful resource for practitioners as well as upper-division undergraduate and graduate students. Researchers and faculty members will find it a valuable supplement to their current collection of writings on advertising." (N.E. Furlow CHOICE 2008-08-14)About the AuthorGerard J. Tellis Jerry Nancy Neely Chair in American Enterprise. He has a Ph.D. in Business Administration from the University of Michigan (Ann Arbor). His bachelor's degree is in chemistry and his master's is in business administration. Previously he worked as a Sales Development Manager for Johnson Johnson, where he was responsible for brand management, new product introduction and sales staff planning. He joined USC's Marketing Department in 1989 as an associate professor, and was promoted to professor in Spring 1993. Professor Tellis is an expert in advertising promotion, pricing and entry into new markets. He has published widely on these topics in many journals including the Journal of Marketing, Journal of Marketing Research, Journal of Advertising Research, Marketing Science and Sloan Management . His research on advertising has been noted in the professional and popular press, both nationally and internationally. He has won several awards for his research and teaching. In particular, he has recently won the Maynard Award for most significant contribution to Marketing thought in the Journal of Marketing, the Odell Award 1998 for best paper in the Journal of Marketing Research, and the Bass Award for best paper in Marketing Science. His recent book, Will and Vision: How Latecomers Grow to Dominate Markets, (co-authored with Peter Golder), was rated by Harvard Business as one of the best business books of 2001. He is on the editorial review board of the Journal of Marketing Research. At USC, Professor Tellis teaches courses on Advertising Promotion Strategy, Marketing Models and Philosophy of Marketing Science.Tim Amblernbsp;is currently Grand Metropolitan Senior Research Fellow at London Business School where he teaches Global Marketing and Doing Business in Greater China. His research interests include brandequity, how advertising works, marketing in China and other international markets and relationship marketing. He holds an MA (mathematics) from Oxford, an SM (majoring in marketing) from the Sloan School, Massachusetts Institute of Technology and is a Fellow of the Institute of Chartered Accountants. Before becoming an academic, Tim Ambler spent some 30 years in business, initially as an accountant, switching to marketing in 1969. As Marketing Director for International Distillers and Vintners (IDV) for the UK during the 1970s, he was associated with the launch of Bailey's Irish Cream, Le Piat d'Or and the rise to leadership positions of Smirnoff Vodka and Croft Original Cream Sherry. More recently he held overall international marketing responsibility for IDV and worked extensively in the USA, Canada, Africa and emerging markets. IDV's development during the 1980s was a combination of new brand development, brand acquisitions which then needed to be integrated with the IDV network, new market entries and organic brand development. He now believes in pragmatic approaches to marketing on the one hand and the need for people based, relational, theories of international marketing on the other. His experience and research combine to underscore the importance of brands and the marketplace as the place to understand them