



Media Planning Buying in the 21st Century: Integrating Traditional Digital Media (Paperback)

By MR Ronald D Geskey Sr

Createspace Independent Publishing Platform, 2014. Paperback. Condition: New. 3rd ed.. Language: English . Brand New Book. Advertising Media Planning and Buying Textbook NEW! Media Planning Buying in the 21st Century (3rd edition) is a leading textbook for students and early career professionals about the process of marketing-media planning, media buying and media sales in the 21st century. It is the most comprehensive and up to date media book available explaining the basics of media in simple English and a 21st century integrated marketing communications (IMC) perspective. Media Planning Buying in the 21st Century The book includes 26 chapters leading readers step by step in the development of an actual media plan. Chapters include entry level definitions and perspectives; the media revolution; the concepts of audience, impact and media costs; media math; media in marketing, how media work; target marketing and geographic development; the tools of IMC; role of traditional vs. digital media; internet marketing; developing a strategic media plan; media negotiations and buying; media sales; the future, and a few surprises. The Media Planning Revolution Let the buyer beware! We are in the early stages of a media revolution with exponential change everywhere-- which impacts every aspect of the marketing...



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