

ADVERTISING

The Book

The book is a complete text book covering the syllabus of Advertising as per University of Delhi for B Com Hons course as per CBCS. It is well researched and emphasizes that advertising is not the answer to all the ills, it only provides support. It is replete with examples and case studies that provide insight into the core concepts of advertising and provides the necessary knowledge in this field. Diagrams and pictures provide the needed support to the text.

There are a total of 5 Units in the book. The *first* unit deals with the fundamentals of communication, the different response hierarchy models, the meaning of advertising, detailed introduction to the advertising budget. The *second* unit covers different types of media and includes updates about the new media. In addition, there is some knowledge sharing about the different issues related to media choice, media selection and media scheduling. Unit *third* of the book covers the creativity of the ad, the appeals and the different components of the advertising copy. In Unit *fourth*, the emphasis is on measuring advertising effectiveness and its pros and cons.

The last Unit covers the basics of the ad agency and its functioning. In addition, emphasis is also given on the social, ethical and economic aspects of advertising.

Key Features

- Opening Vignette in each chapter
- Indian Orientation
- Examples of different products and businesses
- Large number of advertisements and diagrams

The Author

Alok Anand has more than two decades of experience in corporate and academics. He MBA (Marketing) and has earlier written books on Services Marketing, Organisation Behavior and Organisation Behavior— Text and Case seen which have been well received: 15.

He has presented more than research papers and attended a number of national and international conferences.

His core interest area is in Marketing, HRM, Management and International Business.

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ABOUT THE BOOK

The effort in this text has been to articulate and systematize the basic concepts of Organizational Behaviour in a simple and easy to understand style, is hoped that it would be of immense benefit to not only the students but also the practicing manager.

A comprehensive introduction has been provided about each topic covered. It is primarily a student oriented text book, as it satisfies the syllabus for Semester V, University of Delhi. Study aids such as tables, charts and day to day examples have been liberally used in an understanding format.

ABOUT THE AUTHOR

Alok Anand is working as an Assistant Professor at Bharati College, University of Delhi. He completed his graduation in 1989 and his post graduation in 2004. He has a blended experience of more than 22 years in corporate and academics. He has taught at the undergraduate and post graduate levels in the past.

He has also authored two books: Entrepreneurship and Small Business and Services Marketing. His areas of interest are Entrepreneurship, Human Resources and Marketing.

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