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an introductory book on any subject, let alone media, without becoming entangled in the tapestry and constraints of history. I think Ron has succeeded. He has changed the framework of the discussion from what I would call pigeonhole thinking to an ecumenical presentation of how the future will shape the perception and use of advertising and media in the 21st Century.” The book's 560 pages provides instructor's with a lot of content and flexibility in designing classes. The contents include: Welcome to the Future The business of media The 21st century revolution in marketing, markets & media Media math review Audience concepts (all media) Understanding media costs Media Impact Media in marketing Communications roles Target market priorities Geographic strategies Timing strategies The tools of IMC Traditional

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media function and and have somehow lost their marketing focus.

This book provides simple explanations of advertising media sources and calculations along with real-world examples of source material from advertising and media companies. Each of the book's 45 concise units opens with a brief text segment, presents sample source materials from actual advertising and media companies, and concludes with hands-on exercises. Compact units cover all key topics including communication planning and media strategies. A media math primer, standard media formulae, media planning checklists, and a glossary of media terms are also included. Designed for practitioners and students, the latest edition includes new

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