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BREAKTHROUGH ADVERTISING

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Alex Grant

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Advertising and Anthropology Timothy de Waal Malefyt,Robert J. Morais,2020-05-14 Examining theory and practice Advertising and Anthropology is a lively and important contribution to the study of organizational culture consumption practices marketing to consumers and the production of creativity in corporate settings The chapters reflect the authors extensive lived experienced as professionals in the advertising business and marketing research industry Essays analyze internal agency and client meetings competitive pressures and professional relationships and include multiple case studies

The authors describe the structure function and process of advertising agency work the mediation and formation of creativity the centrality of human interactions in agency work the production of consumer insights and industry ethics Throughout the book the authors offer concrete advice for practitioners Advertising and Anthropology is written by anthropologists for anthropologists as well as students and scholars interested in advertising and related industries such as marketing marketing research and design   **When Ads Work** David M Jones,2015-03-26 The accepted wisdom in advertising is that ad campaigns are good for building brand recognition and good will but not for immediate sales impact When Ads Work argues the opposite that well planned and well executed advertising campaigns can and should have an immediate impact on sales Featuring numerous examples from recent ad campaigns the new edition of this popular book is a model for any successful advertising research program With a device he calls STAS Short Term Advertising Strength a measure of the immediate effect of advertising on sales the author demonstrates that the strongest ad campaigns can triple sales while the weakest campaigns can actually cause sales to fall by more than 50 percent He exposes sales promotions as wasteful especially when they are unsupported by advertising and also demonstrates the strong synergy that can operate between advertising and promotion when they are planned and executed in an integrated fashion When Ads Work offers eye opening research and practical information that no one who studies advertising or spends advertising dollars can afford to ignore   **Brand Like a Pro - 9 Books That Redefine Influence in the Digital Age** HGU,2025-06-16 Stop Blending In Start Standing Out Your Ultimate Guide to Digital Age Influence Tired of your brand getting lost in the digital noise Do you dream of building an unforgettable presence that captivates your audience and drives massive growth Imagine mastering the art of influence crafting magnetic content and leveraging data like a seasoned pro Introducing Brand Like a Pro 9 Books That Redefine Influence in the Digital Age your essential playbook for dominating the modern marketplace This isn t just a summary it s a powerful distillation of 9 groundbreaking books that have shaped the landscape of digital branding content creation and strategic marketing We ve handpicked the wisdom of pioneers like Daniel Rowles Joe Pulizzi Adam Grant Jonah Berger and Eugene M Schwartz bringing their most impactful insights directly to you Discover how to forge a strong digital identity with Digital Branding and learn the secrets to building an audience first business from Content Inc Uncover the immense power of big data for smarter decisions with The Big Data Driven Business and unlock your inner innovator through the unconventional thinking taught in Originals Understand the subtle yet profound power of social influence with Invisible Influence and get a practical jumpstart on paid ads with Google AdWords for Beginners Build an unstoppable personal brand using the strategies from The Road to Recognition and master timeless copywriting and positioning principles from the legendary Breakthrough Advertising Finally simplify your entire strategy with the actionable framework of The 1 Page Marketing Plan Whether you re an entrepreneur marketer content creator or aspiring thought leader Brand Like a Pro equips you with the knowledge and tools to not just compete but to thrive It s time to redefine your influence and make your

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