



Concise Encyclopedia of Advertising (Best Business Books)

Robert E Stevens, David L Loudon, Kenneth E. Clow, Donald Baack

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At your fingertips—find advertising terms and concepts quickly and easily in this A-Z reference guide!

As with many institutions, advertising has developed its own vocabulary. While some terms and concepts may overlap with other areas, many are used in a particular way and have specific meanings in advertising. The Concise Encyclopedia of Advertising is a comprehensive yet to-the-point compilation of terms and concepts used in the advertising industry. It provides brief, easy-to-understand definitions and explanations of common advertising terms and covers all major concepts used in the industry.

The Concise Encyclopedia of Advertising is unique in that it completely covers all terms and examines all aspects of advertising. This book will help bring you up-to-date with current advertising jargon. It is laid out in an easy-to-use alphabetical format, which allows you to easily access and understand the information. For further reference, it also includes a list of advertising experts who have recently written articles or textbooks on advertising.

Some of the terms and concepts in the Concise Encyclopedia of Advertising include:

- advertising appeals
- evaluation criteria of advertising
- Internet advertising
- magazine advertising
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- advertising campaign management
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- and many more!

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