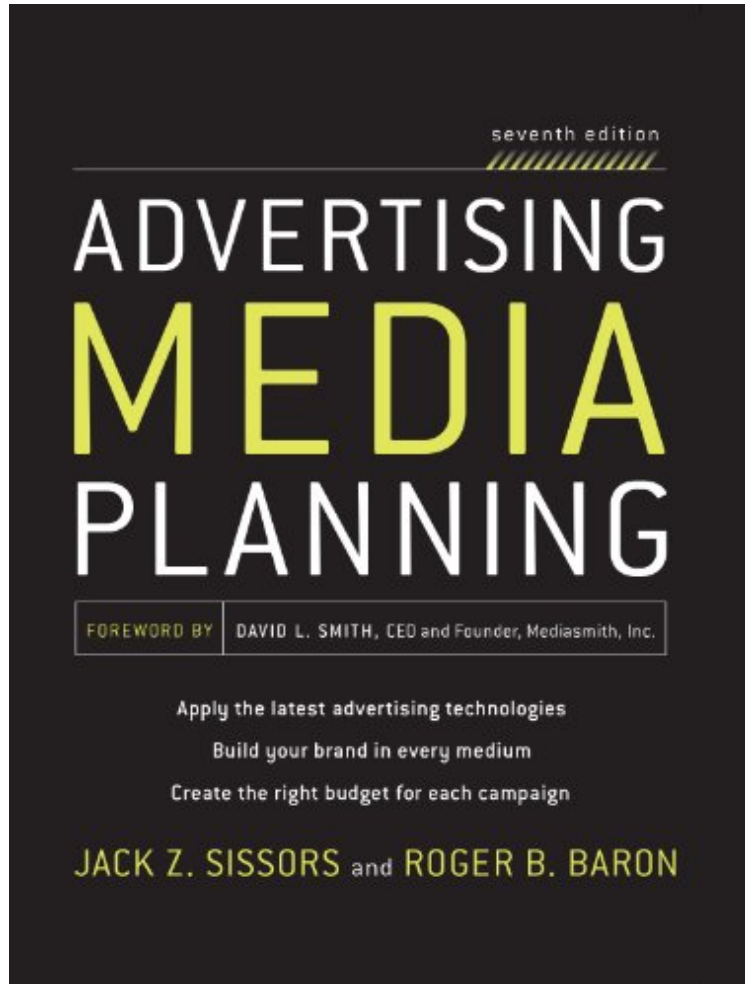


Advertising Media Planning, Seventh Edition

Roger Baron, Jack Z. Sissors

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Roger Baron, Jack Z. Sissors : Advertising Media Planning, Seventh Edition before purchasing it in order to gage whether or not it would be worth my time, and all praised Advertising Media Planning, Seventh Edition:

1 of 1 people found the following review helpful. Excellent Overview!By Alice K. SylvesterRoger's new book is a terrific update of his previous textbooks. I'm pleased to see that the book now covers important new initiatives like the Nielsen Council For Research Excellence Consumer Mapping Study, commercial audiences, PPM, channel planning, set top boxes, cross-platform analyses, and issues associated with innovative, creative media strategies and executions. Personally, I'd like to see a bit more on the role of market mix modeling in determining budgets and media selection as well as a sense of the difficulty most media have performing in the models. Perhaps next time -- or maybe that's a different book. In any case, this is a nice book and it provides a good overview of the complex world of media planning and buying.
0 of 0 people found the following review helpful. Five StarsBy CustomerCorrect book for my class
2 of 2 people found the following review helpful. Really HelpfulBy Kantan KeruI got this book in order to

refresh myself on the media planning process and it was very helpful. The different topics were clearly outlined and reflected a logical thought process. It even goes into non-traditional media which I have not seen in any other books. My only disappointment related to the way it addressed planning in markets which do NOT have exhaustive media information. I'm sure that was not the intent of the book anyway, so that's my problem. A good, informative read... must see for new media buyers/planners.

The industry standard for 30 years—updated to include the newest developments in digitization and the three screens of video Apply the latest advertising technologies Build your brand in every medium Create the right budget for each campaign Through six previous editions, Advertising Media Planning has proven essential to the success of both practicing and aspiring media planners. Now in its seventh edition, it continues to provide valuable insight into the construction of media plans that most effectively achieve marketing objectives. Advertising Media Planning, seventh edition, retains all the critical information you need to know about traditional media—including TV, radio, and print—while exploring the latest media forms, illustrated with major advertiser case histories. Yours—ll find comprehensive coverage of the latest media planning and digital technologies, including:

- Organic and sponsored Google search
- Digital out-of-home video
- Internet banners
- Computerized media channel planning
- Cell phone mobile-media
- DVR's impact on TV commercial viewing
- New online and traditional media measurement technologies
- Interactive television
- Cross-media planning
- Data fusion
- International competitive spending analysis

This is an exciting time for media planners. Those with the most creativity, strategic insight, and knowledge of the market are sure to find the greatest rewards. Providing firm grounding on the fundamentals and bringing you up to speed on the latest developments in digitization, this updated classic is the best and most complete companion available for navigating the new frontier of media planning.

About the Author Jack Z. Sissors was a professor of media planning and strategy at Northwestern University. He created and edited The Journal of Media Planning and spent many years at Leo Burnett and other top advertising agencies. Roger B. Baron is senior vice president and director of media research at DRAFTFCB, whose clients include SC Johnson, MillerCoors Brewing Company, Boeing Aircraft, State Farm Auto Insurance, Taco Bell, and Merck Pharmaceuticals. He is a former media director and now member of the Media Rating Council, the Market Research Council, and the Advertising Research Foundation. He lives in Chicago, IL.