

<<广告学--原理与实践(第四版)>>

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## 内容概要

### 广告

(第四版)

本书作者William Wells是美国明尼苏达大学新闻与传媒学院广告学教授，工业界中市场学理论权威之一。

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广告学是一门新兴学科。

本书从广告的基础和环境、广告的背景、

规划和战略、广告的媒体、广告的制作、广告的操作等六方面将现实生活中五彩缤纷的广告世界归纳提炼，阐述了广告学的基本原理，同时介绍了最新或正在发展中的理论，并涉及到一些相关学科的基本内容（如市场学、心理学、人口统计学等）。

书中列举了大量实例，包括许多著

名企业的经营战略，帮助读者加深对基本理论的理解。

本书在内容上有几个显著特点：（1）把大量广告工作者的实际经验归纳总结，溶合到广告学理论中去；（2）重点介绍市场和信息的相互关系；（3）强调先进通讯技术对广告效应和形式的影响，着眼于21世纪的发展战略等。

全书深入浅出，力求严密性和可读性的统一，每章结尾都附有思考题、小组讨论题、推荐参考书以及实例分析。

本书是一本很好的供工

商管理学院师生学习的教材，同时也是企业经营决策阶层、广告部门的参考书籍。

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