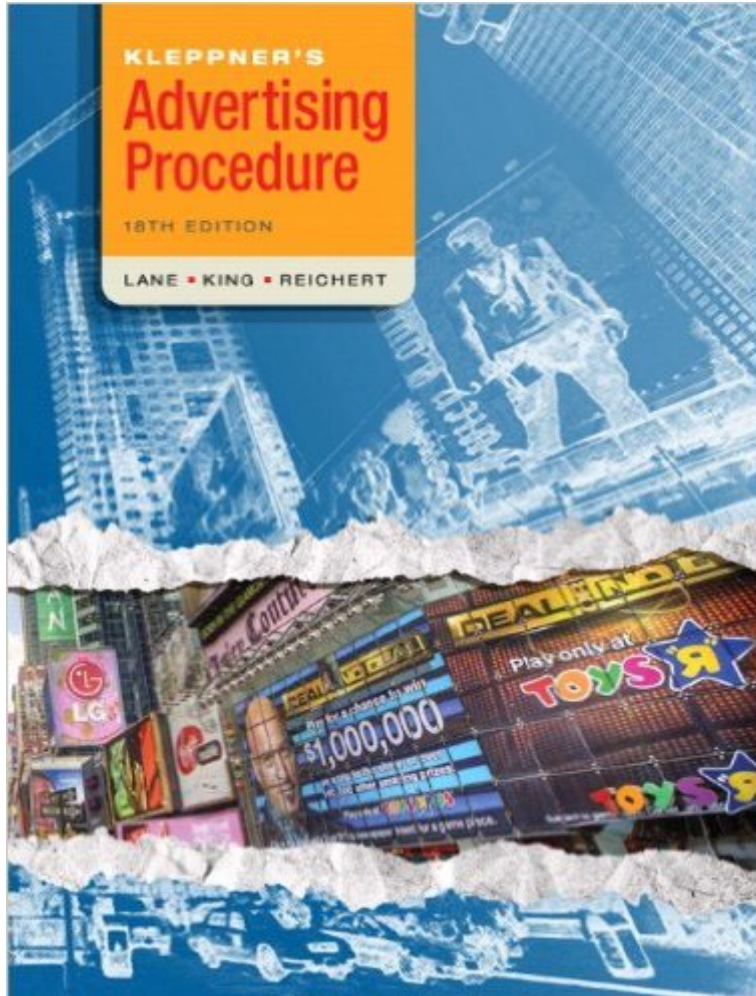


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# Kleppner's Advertising Procedure (18th Edition)



## Synopsis

An all-inclusive introduction to the exciting and dynamic world of advertising. <sup>Â</sup> Kleppner<sup>TM</sup>s Advertising Procedure introduces readers to advertising by providing insight from professionals and recent examples that highlight the best advertisements and promotional techniques. This text also provides readers with a clear, comprehensive look at the roles practitioners play from three key perspectives: a firm<sup>TM</sup>s marketing/advertising department, an ad agency professional, and media executives. <sup>Â</sup> The eighteenth edition reflects how new media has changed advertising.

## Book Information

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Average Customer Review: 4.0 out of 5 stars<sup>Â</sup> <sup>Â</sup> See all reviews<sup>Â</sup> (35 customer reviews)

Best Sellers Rank: #38,275 in Books (See Top 100 in Books) #76 in<sup>Â</sup> Books > Business & Money > Marketing & Sales > Advertising #204 in<sup>Â</sup> Books > Business & Money > Accounting #786 in<sup>Â</sup> Books > Textbooks > Business & Finance

## Customer Reviews

This book provides an encyclopedic investigation into the aspects of advertising. This book has stood the test of time, as it is now in its 18th edition. It covers topics including the usage of TV/Radio/Newspapers/Magazines/Direct-Response & Direct-Mail Advertising/Sales Promotion, how to effectively write the advertisement (copy), trademarks and packaging, the advertising campaign, retail advertising, international advertising, legal restraints on advertising, and economic and social effects of advertising. There is a glossary at the end of the book and it provides many quotes from advertising executives to help substantiate the authors' ideas. The below reviews have correctly assessed the excellence of this book. The 4 star review by A Customer (June 27, 1999) is correct in their assessment that there is a high amount of precision utilized in this book. The 4 star review by Daphne Hernandez (May 16, 2013) and the 5 star review by ken (February 28, 2013) are both correct that it would be a great starting point for an advertising novice. After taking 5 pages of notes and finding over 110 worthy concepts for this review, I will list off a few of them here: The structure of

an advertisement:"1) Promise of benefit (the headline) 2) Spelling out of promise (the subheadline, optional) 3) Amplification of story (as needed) 4) Proof of claim (as needed) 5) Action to take (if not obvious)""Advertising operates on two levels: (1) the messages concerning products and services that convey information about brands and companies, and (2) largely unintended messages that nevertheless, impart knowledge about society or some segment of the public and the way people behave.

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