



Kellogg on Advertising and Media

By Bobby J. Calder, Philip Kotler

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Kellogg on Advertising and Media, Bobby J. Calder, Philip Kotler, In Kellogg on Advertising and Media , members of the world's leading marketing faculty explain the revolutionized world of advertising. The star faculty of the Kellogg School of Management reveal the biggest challenges facing marketers today- including the loss of mass audiences, the decline of broadcast television advertising, and the role of online advertising- and show you how to advertise successfully in this new reality. Based on the latest research and case studies, this book shows you how to find and engage audiences in a chaotic media climate.



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