

# Advertising and Promotion

Chris Hackley, Rungpaka Amy Hackley  
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**Chris Hackley, Rungpaka Amy Hackley : Advertising and Promotion** before purchasing it in order to gage whether or not it would be worth my time, and all praised Advertising and Promotion:

This textbook introduces the key concepts, methods and issues within advertising and promotion for students taking courses on the subject at universities and colleges. It offers first-hand examples gathered from leading international advertising agencies and brand campaigns, and it is told from the perspective of the agency to give a fun and creative insider view which helps the reader to think beyond the client position and understand what it might be like working within an ad agency. The authors draw not only from management and marketing research but also from other disciplines such as cultural/media studies and sociology to offer a rounded and critical perspective on the subject for those looking to achieve high grades and understand advertising as social phenomenon in addition to its business function and purpose. New to the third edition: chapter on strategy and creativity additional case studies with increased global coverage including emerging markets images of classic and recent ads from the street, print, online

and television increased coverage of the internet, social media and their effects on advertising companion website materials including relevant videos, journal articles and a Jeopardy-style game for the classroom. The textbook is now also supported by a new author-written blog which keeps readers updated on interesting, topical examples relating to advertising and promotion from current affairs and popular culture:

[www.hackleyadvertisingandpromotion.blogspot.com](http://www.hackleyadvertisingandpromotion.blogspot.com);

Lucid, insightful, an inspiration for even more creative communications and a treat for the mind. A must read for all wanting to better understand advertising and promotion--Professor Leslie de Chernatony

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About the Author

Chris Hackley is Professor of Marketing at the School of Management, Royal Holloway University of London, UK.

Chris Hackley was the first Chair in Marketing to be appointed at Royal Holloway University of London in 2004. Prior to that he was head of the Marketing subject group at the University of Birmingham, UK. His PhD from Strathclyde University (AACSB), Scotland, focused on the creative development process in top advertising agencies. He teaches and researches in advertising, marketing, and consumer cultural policy. Chris has published his work in some 200 books, research articles, features, reports, conference papers and presentations. He has consulted on UK alcohol policy with the UK Government Cabinet Office and the Department of Health, and with commercial organisations such as ITV, Sky Media, Channel 4 TV, New Media Group and the Huffington Post on topics including product placement and native advertising. Professor Hackley is a regular contributor to print and broadcast media on marketing and consumer policy topics with more than 100 media appearances and mentions. He has been interviewed on alcohol policy and media policy for BBC TV, ITV, BBC Radio 4, and Channel 4 TV, and his joint research has been mentioned in most UK national newspapers, and also in some overseas publications such as the Melbourne Age, Harvard Business, and The Times of India.

Rungpaka Amy Hackley is Lecturer in Marketing at the School of Business and Management, Queen Mary University of London, UK. Rungpaka Amy Hackley is Lecturer in Marketing at Queen Mary, University of London. Prior to that she was Lecturer in Marketing at Durham University, and before that, she lectured in marketing at the University of Surrey. Dr Hackley's teaching and research focuses on advertising, branding, marketing and consumer culture theory research. Her PhD entailed a cross cultural study of young consumers' experiences of TV product placement, and her first publication from her PhD research was the only UK paper cited by the ITV companies in their response to the UK Government's first consultation on UK TV product placement regulation. She also holds a first degree in Mass Communication and a Master's in Marketing. Dr Hackley has presented her research at international conferences in Asia, North America, Australasia, Europe and the UK, and her work has been published in journals such as International Journal of Advertising, Journal of Business Research, Journal of Marketing Management: Marketing Theory and Asian Journal of Business, and Proceedings of the Association for Consumer Research, among others.