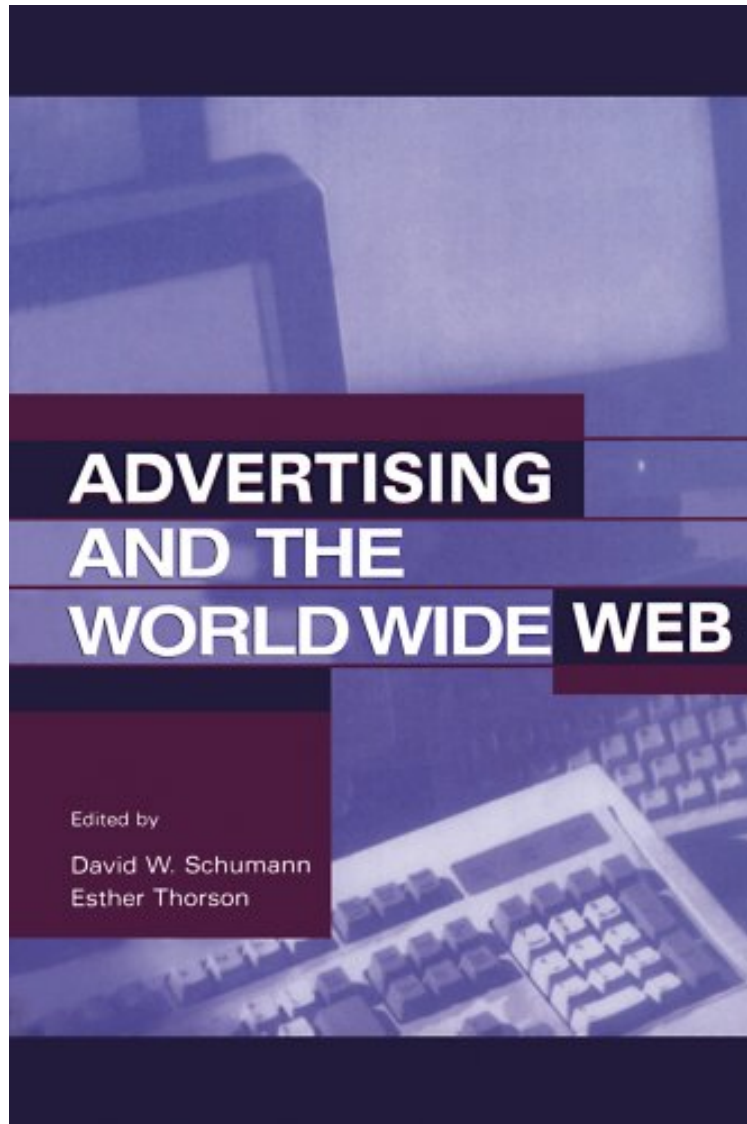


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Advertising and the World Wide Web (Advertising and Consumer Psychology)

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From Psychology Press : Advertising and the World Wide Web (Advertising and Consumer Psychology) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Advertising and the World Wide Web (Advertising and Consumer Psychology):

The chapters provide a wide-ranging view of issues addressing how advertisers can proceed on the Internet and World

Wide Web. An initial chapter traces the development of Web advertising from its very beginnings as it was represented and discussed in the pages of Advertising Age. Although there is a noticeable trend to define Web advertising by comparing it to traditional media, it is clear that Web advertising just won't fit the old mold. Keith Reinhard of DDB Needham actually articulates this linkage between the old and new in his invited chapter. What the reader will encounter in Advertising and the World Wide Web is a solid conception of how Web advertising is different from anything that has come before. There are numerous discussions on consumer and advertiser interactivity, the role of Web advertising within larger campaigns, audience segmentation, and alternative Web-based promotion formats. The five sections cover definition and theory, structure, specific applications, legal issues, and the voice of the practitioner. Although there remain a few nay-sayers concerning the future of Web advertising, the reader will be able to see just how incredibly high-impact this new medium has become and the vast potential that it holds for future promotional endeavors.

...both theoretical issues and practical applications of the Web as an advertising medium are addressed in this volume....this volume would be an excellent text to use for upper-level or graduate classes that address Internet issues. Advertising and the World Wide Web should not be considered strictly an advertising text since the book contains information that is important for marketers, journalists, and other content providers as well. Other academics wishing to investigate the 'Net' may also find inspiration from the work of the researchers in this book. — Journalism Mass Communication Quarterly Advertising and the World Wide Web is certainly timely as advertising appears ever more ubiquitous on the web....one of the few scholarly analyses to date on what to many web users is a rising fact of life, if not a problem. — Communication Booknotes Quarterly