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M: Advertising



Synopsis

Overview: M: Advertising is the newest principles addition to the McGraw-Hill M series of texts, and was created with students' and professors' needs in mind. It explores the core principles that drive advertising, using a lively voice that goes beyond academic theory. The authors' goal was to present advertising as it is actually practiced and make the fundamentals accessible and relevant to the students' real life. This approach truly transcends the conceptual and propels students into an exciting and practical dimension. Students receive a cost-effective, easy to read, focused text complete with study resources (both print and online) to help them review for tests and apply chapter concepts. Professors receive a text that contains all the pertinent information yet in a more condensed format that is easier to cover by students. Connect assignments are provided to utilise the power of the web, making projects more fun for students and automatically grade materials to support instructors. M: Advertising also includes unmatched teaching support.

Book Information

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Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (28 customer reviews)

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Customer Reviews

I took an online class and this was the textbook we used. I am not the biggest fan of online classes because if I have a book that isn't easy to understand I will e-mail my professors until the end of the term. This book explains things clearly. I think the only flaw is it didn't have the definition in the back of the book. Each chapter focuses on different aspect of advertising. It starts off with beginning of publishing and grows to current forms of marketing like Twitter and Facebook. There are many

topics that I have lived through and I think that makes the book more interesting to read. The online sections (code sold separately... learned that the hard way) were even somewhat engaging. The on-line aspects have videos that run and you answer questions randomly about what you saw in relation to your chapter. A few were snooze worthy, but some (the under armour) were really interesting to watch. All-in-All I really enjoyed this textbook.

the book is in very good condition =) i bought this book for ad theory class and it delivered fast (i got this book even before some classmates who decided to purchase online at the university's book store) the seller is very sweet and leave a note in the first page of the book~! these little things can always make customer feel so good~!^_^

The back of my book looks to be water damaged... I taped the peeling back cover to prevent further tearing.

It didn't come with connect plus! I just wasted my money!

The book came in a timely manner, about a week. It was in very good condition for being used - it looked brand new to me. There are no blemishes on the cover, no folded pages, or writing in the book, just a sticker on the binding that said it's been used.

Awesome service and product! Thank you!

Just what I needed at the right price!

this book is for my ADV 205 class, it's just a brief introduction for advertising department. if you just want to know something about advertising, don't choose it! it is really boring and its examples are really old.

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