



## Media Planning Buying in the 21st Century: Second Edition

By Mr Ronald D. Geskey Sr.

Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 584 pages. Dimensions: 8.9in. x 6.0in. x 1.6in. Want a job in advertising Well, the marketing and media revolution continues unabated! Advertising media planning also continues in its transition to integrated marketing communications. Media Planning and Buying in the 21st Century is the most comprehensive, up to date, and easy to read media book available. Introducing the Second Edition (January 2013) of Media Planning and Buying in the 21st Century! Written for college students and early career professionals, the book is a how to media planning and buying textbook and reference. The second edition is updated with new industry trends for marketing and markets, traditional and digital media, including internet marketing, social media and a whole new chapter on Media Sales, a major source of ad jobs. Says Lou Schultz, a one-man media think tank and former CEO of Interpublics Initiative Media: Rons book is a remarkable effort to support the way academia must evolve if it is to keep pace with business practices. It is difficult to write an introductory book on any subject, let alone media, without becoming entangled in the tapestry and constraints of history. I...



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