



M: Advertising

William F. Arens , Michael Weigold

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Keith Bryan says

This book gives you a clear understanding of the elements of advertising. The terms were useful and the body copy of the chapters was decently written. It wasn't very boring at all, and actually managed to become engaging more often than not. That is always refreshing in a textbook due to their usual lack of interest generation. Furthermore, the examples were up-to-date and abundant, which is what any student needs if they are to get a good idea of what good advertising looks like. So, if you need a good overview of advertising and can afford a textbook, this one can help you out.

Overall: Very good overview of advertising. Good for college students or high school students that are looking into advertising as a possible career path.

Amber Taylor says

It's a textbook, so it's hard to give it a review.

Kelsey says

school text.
