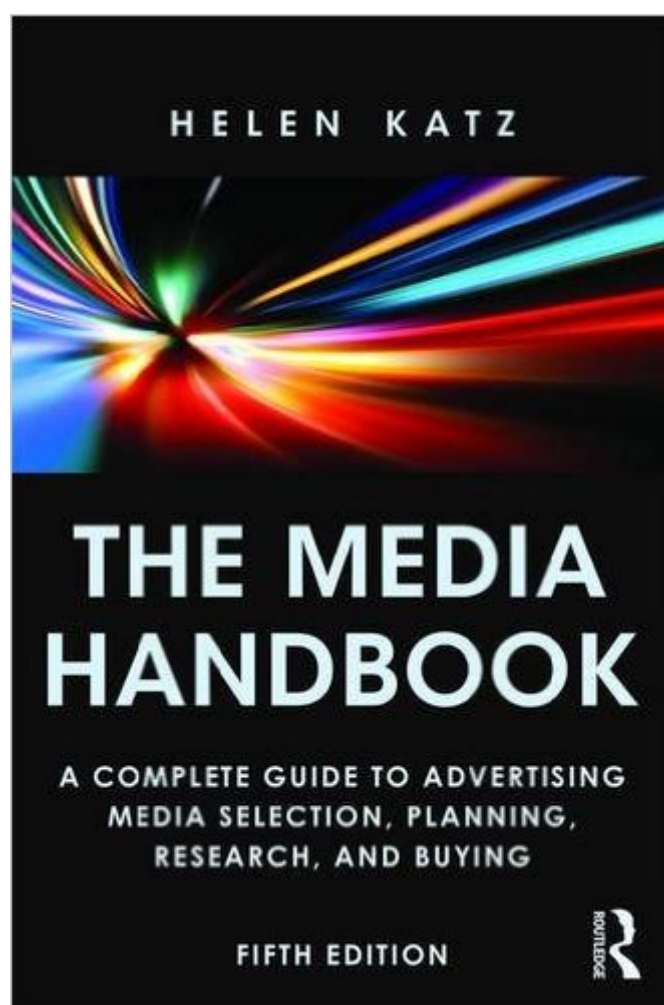


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# The Media Handbook: A Complete Guide To Advertising Media Selection, Planning, Research, And Buying (Routledge Communication Series)



## Synopsis

The Media Handbook provides a practical introduction to the advertising media planning and buying process. Emphasizing basic calculations along with the practical realities of offering alternatives and evaluating the plan, this fifth edition reflects the critical changes in how media is planned, bought, and sold by today's industry professionals. Author Helen Katz looks at the larger marketing, advertising, and media objectives, and follows with an exploration of major media categories, including digital media. She provides a comprehensive analysis of planning and buying, with a continued focus on how those tactical elements tie back to the strategic aims of the brand and client. Also available is a Companion Website that expands The Media Handbook's content in an online forum. Here, students and instructors can find tools to enhance course studies such as chapter overviews, PowerPoint slides, and sample questions. With its emphasis on real-world industry practice, The Media Handbook provides an essential introduction to students in advertising, media planning, communication, and marketing. It serves as an indispensable reference for anyone pursuing a career in media planning, buying, and research.

## Book Information

Series: Routledge Communication Series

Paperback: 248 pages

Publisher: Routledge; 5 edition (November 3, 2013)

Language: English

ISBN-10: 041585671X

ISBN-13: 978-0415856713

Product Dimensions: 0.5 x 6 x 9 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars [See all reviews](#) (4 customer reviews)

Best Sellers Rank: #114,986 in Books (See Top 100 in Books) #84 in [Books > Business & Money > Industries > Media & Communications](#) #188 in [Books > Textbooks > Communication & Journalism > Communications](#) #226 in [Books > Business & Money > Marketing & Sales > Advertising](#)

## Customer Reviews

Needed for college class - very thorough. Enjoyed it!

Everything you need to know media-wise in one place.

College class book.

It is not that bad, but Chapter 4 and 5 are way too long and kind of boring - pluses and minuses for all media channels. Too localize, really specifically in the US since I am international student, expect to read something boarder.

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