Media Planning Buying in the 21st Century

By Mr. Ronald D. Geskey Sr.

Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 552 pages. Dimensions: 8.9in. x 6.0in. x 1.3in.Unlike existing media texts, Media Planning and Buying in the 21st Century places emphasis on media planning and buying in the context of the major marketing and communications trends, from integrated marketing communications, the integration of traditional, digital and social media, the recognition that media buying and selling as equal partners with planning, and much more . We are in the early stages of a marketing and media revolution, but existing media books are still stuck in the 20th century. IMC continues to be ignored by many agencies. Accountability and ROIstill an alien concept. Social media are barely mentioned. There is little recognition of media convergence. And so on. Yet, consumers are gaining more and more control over their access to product information and media consumption--getting the information they want when it is relevant. Interactive opportunities with consumers are growing exponentially. The emergence of new digital media including search, mobile, and internet video, is both empowering for consumers and is creating new communications opportunities for brands. Organizationally, the textbook introduces important subjects in a logical, sequential manner, beginning with an...

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