

The Role of Language and Symbols in Promotional Strategies and Marketing Schemes

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

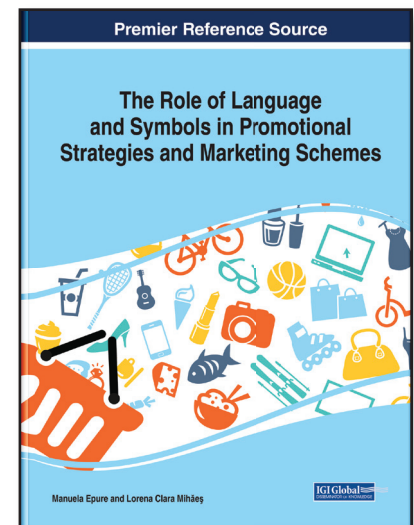
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Description:

In the increasingly competitive global market, successful and meaningful intercultural advertising plays a key role in reaching out to consumers from diverse language and cultural backgrounds.

Therefore, it is crucial for individuals and businesses to be able to navigate the field of marketing communications to cut through the noise in a consumerist society to persuade their target audience.

The Role of Language and Symbols in Promotional Strategies and Marketing Schemes provides emerging research exploring the theoretical and practical aspects of the power of words and symbols used in promotional strategies and marketing schemes. Featuring coverage on a broad range of topics such as shock advertising, branding, and celebrity endorsement, this book is ideally designed for marketers, managers, business professionals, academicians, researchers, and graduate-level students seeking current research on the use of language and symbols in marketing tactics.



ISBN: 9781522557784

Release Date: September, 2018

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Pages: 300

Topics Covered:

- Branding
- Celebrity Endorsement
- Consumer Consumption
- Cultivation Theory
- Ethical Marketing
- Neuromarketing
- Shock Advertising
- Social Media Marketing

Hardcover: \$205.00

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