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高等院校双语教学适用教材

工商管理

Creative Strategy in Advertising

Ninth Edition

Bonnie L. Drewniany A. Jerome Jewler

广告创意与策略

(第9版)

(美) 邦尼·L. 德鲁安尼 A. 杰罗姆·朱勒 著

王芃南 苗欣 译注



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出版者的话

当前,在教育部的大力倡导下,财经和管理类专业的双语教学在我国各大高校已经逐步开展起来。一些双语教学开展较早的院校积累了丰富的经验,同时也发现了教学过程中存在的一些问题,尤其对教材提出了更高的要求;一些尚未进入这一领域的院校,也在不断探索适于自身的教学方式和方法以及适用的教材,以期时机成熟时加入双语教学的行列。总之,对各类院校而言,能否找到“适用”的教材都成为双语教学成功与否的关键因素之一。

然而,国外原版教材为国外教学量身定做的一些特点,如普遍篇幅较大、侧重于描述性讲解、辅助材料(如习题、案例、延伸阅读材料等)繁杂,尤其是许多内容针对性太强,与所在国的法律结构和经济、文化背景结合过于紧密等,却显然不适于国内教学采用,并成为制约国内双语教学开展的重要原因。因此,对国外原版教材进行本土化的精简改编,使之变成更加“适用”的双语教材,已然迫在眉睫。

东北财经大学出版社作为国内较早涉足引进版教材的一家专业出版社,秉承自己一贯服务于财经教学的宗旨,总结自身多年的出版经验,同培生教育集团和汤姆森学习出版集团等国外著名出版公司通力合作,在国内再次领先推出了会计、工商管理、经济学等专业的“高等院校双语教学适用教材”。这套丛书的出版经过了长时间的酝酿和筛选,编选人员本着“品质优先、首推名作”的选题原则,既考虑了目前我国财经教育的现状,也考虑了我国财经高等教育所具有的学科特点和需求指向,在教材的遴选、改编和出版上突出了以下一些特点:

- 优选权威的最新版本。入选改编的教材是在国际上多次再版的经典之作的最新版本,其中有些教材的以前版本已在国内部分高校中进行了试用,获得了一致的好评。
- 改编后的教材在保持英文原版教材特色的基础上,力求内容精要,逻辑严密,适合中国的双语教学。选择的改编人员既熟悉原版教材内容,又具有本书或本门课程双语教学的经验。
- 改编后的教材配有丰富的辅助教学支持资源,教师可在网上免费获取。
- 改编后的教材篇幅合理,符合国内教学的课时要求,价格相对较低。

本套教材是在双语教学教材出版方面的一次新的尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导,在此深表谢意,也期待广大读者提出宝贵的意见和建议。

尽管我们在改编的过程中已加以注意,但由于各教材的作者所处的政治、经济和文化背景不同,书中的内容仍可能有不妥之处,望读者在阅读中注意比较和甄别。

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Preface 前言

Advertising is a crazy business. People will tell you they hate advertising yet will e-mail ads to their friends and family. Others download their favorite commercials on their cell phones to repeatedly view the spots. And although some naysayers will tell you that TiVo means the end of commercials, how do you explain that more than half of U.S. adults watch the Super Bowl more for the commercials than for the game itself?

Advertising is very much alive. It continues to evolve with changing technology. Yet the basic principles of advertising remain much as they have for years. It comes down to this: you need to gain insights about your brand, your consumers, and how the two interact.

This book takes you through the creative problem-solving process. Chapter 1 defines creativity in advertising. You'll learn that creating effective advertising isn't as easy as it appears. It's not just about getting noticed or coming up with a clever slogan. Nor is it about creating ads that amuse your friends. It's about understanding how your client's brand fits into the lives of its target audience.

Chapter 2 is a new chapter written by Sue Westcott Alessandri from Syracuse University; it addresses the importance of branding. Chapter 3 addresses the ever-changing marketplace. This chapter will help you understand how to reach ethnic minorities, older people, and other groups often ignored by advertisers.

Chapter 4, on fact finding, begins the creative process. You'll learn what types of questions to ask and where to go digging for the answers. Then Chapter 5 guides you through the process of taking information, adding your own insight, and coming up with a strategic plan for creativity. You'll take the strategy statement you learn to write in Chapter 5 and come up with ideas in Chapter 6. These aren't actual ads; they're just thoughts that will guide you to finished executions.

Chapter 7 begins the tactical approach. Here you'll learn how to write effective copy for print ads. Chapter 8 tells you how to communicate your ideas visually. Chapter 9 explores radio commercials, and Chapter 10 talks about television. Chapter 11 delves into the magic of direct marketing, and Chapter 12 provides insight into Internet advertising.

Chapter 13 looks at areas outside of traditional advertising, including public relations, sales promotion, social marketing, and guerilla marketing. You'll find that many solutions to your clients' problems include alternatives to traditional advertising. You may even want to read this chapter before Chapters 7 through 12 so that you can see the big picture.

Finally, Chapter 14 explores methods of selling your ideas to clients.

As you look at the examples in this book, you'll see that I included a broad range of clients. A few of the campaigns have mega-sized budgets, but many have budgets that are a mere fraction of what the competition spends. Some ads were created by global agencies headquartered in New York and Los Angeles. Others are from smaller markets such as Columbia, South Carolina; Silver Spring, Maryland; and Syracuse, New York.

You'll see that although the clients and budgets may vary, the problem-solving process remains the same. You'll find that the success of a campaign depends not on how much you spend but on how much you know about the brand and consumer and how well you can communicate that knowledge.

I would like to thank the following people who helped make this edition possible: Lyn Uhl, Publisher; Kimberly Apfelbaum, Editorial Assistant; Lucinda Bingham, Associate Technology Project Manager; Alison Trulock, Production Editor. Thanks also to Elaine Jones who helped proofread this book. I would also like to thank the following reviewers whose insights helped improve this edition: Hugh Reilly, *University of Nebraska*; Ronald Allman, *Indiana University Southeast*; Herb Allen, *Columbia College*; Joe Helgert, *Grand Valley State*; Lara Zwarun, *University of Texas at Arlington*; and Joey Niebrugge, *University of Central Oklahoma*.

A tremendous debt of gratitude goes to my friend, mentor, and colleague, A. Jerome Jewler. Every page of this book, as well as every lecture I give, has his influence on it. And I owe much to my students who, after all, are the reason for this book.

I hope you enjoy reading this book as much as I enjoyed writing it. I hope it inspires you to do great creative work.

Bonnie L. Drewniany

About the Authors 作者简介



BONNIE L. DREWNIANY is an associate professor in the School of Journalism and Mass Communications, University of South Carolina, Columbia. She has an MBA from Rutgers University, with a concentration in marketing, and a BS from Syracuse University, with a concentration in mass communications.

Before joining the University of South Carolina, she was a visiting professor at Syracuse University's S. I. Newhouse School of Public Communications. She also taught as an adjunct at Parsons School of Design, Rutgers University, and Seton Hall University. Her professional experience includes 10 years with R. H. Macy, where she was advertising copy director for the New Jersey division. She has also freelanced for F. A. O. Schwarz, Fortunoff, and American Express.

Her research interests include the effect of Super Bowl commercials and advertising's portrayal of minorities, women, and older people. Her findings have been published in the *Wall Street Journal* and various academic publications. She serves on the Academic Committee of the American Advertising Federation and is an honorary lifetime board member of the Columbia Advertising Club. She spends her summers in Massachusetts.



A. JEROME JEWLER received the 2000 Distinguished Advertising Educator Award presented by the American Advertising Federation. He is a distinguished professor emeritus in the School of Journalism and Mass Communications, University of South Carolina, Columbia, where he began teaching undergraduate and graduate courses in 1972. He is a graduate of the University of Maryland, with a BS in journalism and an MA in American civilization.

He worked as an advertising copywriter before beginning his teaching career. He taught briefly at the University of Tennessee; spent a summer with McCann–Erickson, London, as a visiting professor; spent another summer in research at the Center for Advertising History of the Smithsonian Institution; and spent another summer teaching creative strategy to 19 American students in England.

He has served as codirector for instruction and faculty development for the University of South Carolina college success course and has led workshops on teaching at more than 25 colleges and universities. He, John Gardner, and Betsy Barefoot are the coeditors of *Your College Experience*, a nationally known college success text.

Jewler enjoys retirement by visiting heart patients at a local hospital and introducing school groups to the wonders of history as a docent at the South Carolina State Museum.

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