

清华营销学系列英文版教材

PEARSON

克莱普纳广告教程

Kleppner's Advertising Procedure

Seventeenth Edition

W. 罗纳德·莱恩 (W. Ronald Lane)
(美) 卡林·怀特霍尔·金 (Karen Whitehill King) 著
J. 托马斯·拉塞尔 (J. Thomas Russell)

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北京

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Original edition, entitled **Kleppner's Advertising Procedure**, 17th edition, 9780132308298 by **W. Ronald Lane, Karen Whitehill King, J. Thomas Russell**, published by Pearson Education, Inc, publishing as Prentice Hall, Copyright ©2008. All Rights Reserved. No part of this book may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage retrieval system, without permission from Pearson Education, Inc.

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图书在版编目(CIP)数据

克莱普纳广告教程 = Kleppner's Advertising Procedure: 第17版: 英文 / (美) 莱恩 (Lane, W. R.), (美) 金 (King, K. W.), (美) 拉塞尔 (Russell, J. T.) 著. --北京: 清华大学出版社, 2009.12

(清华营销学系列英文版教材)

ISBN 978-7-302-21705-3

I. ①克… II. ①莱…②金… ③拉… III. ①广告学—教材—英文 IV. ①F713.80

中国版本图书馆 CIP 数据核字(2009)第 222394 号

责任编辑: 贺 岩

责任印制: 王秀菊

出版发行: 清华大学出版社

地 址: 北京清华大学学研大厦 A 座

<http://www.tup.com.cn>

邮 编: 100084

社 总 机: 010-62770175

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质 量 反 馈: 010-62772015, zhiliang@tup.tsinghua.edu.cn

印 刷 者: 清华大学印刷厂

装 订 者: 三河市李旗庄少明装订厂

发 行 者: 全国新华书店

开 本: 203×260 印张: 52.75

版 次: 2009 年 12 月第 1 版

印 次: 2009 年 12 月第 1 次印刷

印 数: 1~5000

定 价: 78.00 元

本书如存在文字不清、漏印、缺页、倒页、脱页等印装质量问题, 请与清华大学出版社出版部联系调换。联系电话: 010-62770177 转 3103 产品编号: 033325-01

出 版 说 明

为了适应经济全球化的发展趋势,满足国内广大读者了解、学习和借鉴国外先进的管理经验,掌握经济理论前沿动态的需求,清华大学出版社与国外著名出版公司合作影印出版一系列英文版经济管理方面的图书。我们所选择的图书,基本上是已再版多次、在国外深受欢迎、并被广泛采用的优秀教材,绝大部分是该领域中较具权威性的经典之作。在选书的过程中,我们得到了很多专家、学者的支持、帮助和鼓励,在此表示谢意!

由于原作者所处国家的政治、经济和文化背景等与我国不同,对书中所持观点,敬请广大读者在阅读过程中注意加以分析和鉴别。

我们期望这套影印书的出版对我国经济科学的发展能有所帮助,对我国经济管理专业的教学能有所促进。

欢迎广大读者给我们提出宝贵的意见和建议,同时也欢迎有关的专业人士向我们推荐您所接触到的国外优秀图书。

清华大学出版社

2009.12

世纪之交，中国与世界的发展呈现最显著的两大趋势——以网络为代表的信息技术的突飞猛进，以及经济全球化的激烈挑战。无论是无远弗界的因特网，还是日益密切的政治、经济、文化等方面的国际合作，都标示着 21 世纪的中国是一个更加开放的中国，也面临着一个更加开放的世界。

教育，特别是管理教育总是扮演着学习与合作的先行者的角色。改革开放以来，尤其是 20 世纪 90 年代之后，为了探寻中国国情与国际上一切优秀的管理教育思想、方法和手段的完美结合，为了更好地培养高层次的“面向国际市场竞争、具备国际经营头脑”的管理者，我国的教育机构与美国、欧洲、澳洲以及亚洲一些国家和地区的大量的著名管理学院和顶尖跨国企业建立了长期密切的合作关系。以清华大学经济管理学院为例，2000 年，学院顾问委员会成立，并于 10 月举行了第一次会议，2001 年 4 月又举行了第二次会议。这个顾问委员会包括了世界上最大的一些跨国公司和中国几家顶尖企业的最高领导人，其阵容之大、层次之高，超过了世界上任何一所商学院。在这样高层次、多样化、重实效的管理教育国际合作中，教师和学生与国外的交流机会大幅度增加，越来越深刻地融入到全球性的教育、文化和思想观念的时代变革中，我们的管理教育工作者和经济管理学习者，更加真切地体验到这个世界正发生着深刻的变化，也更主动地探寻和把握着世界经济发展和跨国企业运作的脉搏。

我国管理教育的发展，闭关锁国、闭门造车是绝对不行的，必须同国际接轨，按照国际一流的水准来要求自己。正如朱镕基同志在清华大学经济管理学院成立十周年时所发的贺信中指出的那样：“建设有中国特色的社会主义，需要一大批掌握市场经济的一般规律，熟悉其运行规则，而又了解中国企业实情的经济管理人才。清华大学经济管理学院就要敢于借鉴、引进世界上一切优秀的经济管理学院的教学内容、方法和手段，结合中国的国情，办成世界第一流的经管学院。”作为达到世界一流的一个重要基础，朱镕基同志多次建议清华的 MBA 教育要加强英语教学。我体会，这不仅因为英语是当今世界交往中重要的语言工具，是连接中国与世界的重要桥梁和媒介，而且更是中国经济管理人才参与国际竞争，加强国际合作，实现中国企业的国际战略的基石。推动和实行英文教学并不是目的，真正的目的在于培养学生——这些未来的企业家——能够具备同国际竞争对手、合作伙伴沟通和对抗的能力。按照这一要求，清华大学经济管理学院正在不断推动英语教学的步伐，使得英语不仅是一门需要学习的核心课程，

而且渗透到各门专业课程的学习当中。

课堂讲授之外, 课前课后的大量英文原版著作、案例的阅读对于提高学生的英文水平也是非常关键的。这不仅是积累相当的专业词汇的重要手段, 而且是对学习者思维方式的有效训练。

我们知道, 就阅读而言, 学习和借鉴国外先进的管理经验和掌握经济理论动态, 或是阅读翻译作品, 或是阅读原著。前者属于间接阅读, 后者属于直接阅读。直接阅读取决于读者的外文阅读能力, 有较高外语水平的读者当然喜欢直接阅读原著, 这样不仅可以避免因译者的疏忽或水平所限而造成的纰漏, 同时也可以尽享原作者思想的真实表达。而对于那些有一定外语基础, 但又不能完全独立阅读国外原著的读者来说, 外文的阅读能力是需要加强培养和训练的, 尤其是专业外语的阅读能力更是如此。如果一个人永远不接触专业外版图书, 他在获得国外学术信息方面就永远会比别人差半年甚至一年的时间, 他就会在无形中减弱自己的竞争能力。因此, 我们认为, 有一定外语基础的读者, 都应该尝试一下阅读外文原版, 只要努力并坚持, 就一定能过了这道关, 到那时就能体验到直接阅读的妙处了。

在掌握大量术语的同时, 我们更看重读者在阅读英文原版著作时对于西方管理者或研究者的思维方式的学习和体会。我认为, 原汁原味的世界级大师富有特色的表达方式背后, 反映了思维习惯, 反映了思想精髓, 反映了文化特征, 也反映了战略偏好。知己知彼, 对于跨文化的管理思想、方法的学习, 一定要熟悉这些思想、方法所孕育、成长的文化土壤, 这样, 有朝一日才能真正“具备国际战略头脑”。

以往, 普通读者购买和阅读英文原版还有一个书价的障碍。一本外版书少则几十美元, 多则上百美元, 一般读者只能望书兴叹。随着全球经济合作步伐的加快, 目前在出版行业有了一种新的合作出版的方式, 即外文影印版, 其价格几乎与国内同类图书持平。这样一来, 读者可以不必再为书价发愁。清华大学出版社这些年在这方面一直以独特的优势领先于同行。早在1997年, 清华大学出版社敢为人先, 在国内最早推出一批优秀商学英文版教材, 规模宏大, 在企业界和管理教育界引起不小的轰动, 更使国内莘莘学子受益良多。

为了配合清华大学经济管理学院推动英文授课的急需, 也为了向全国更多的MBA试点院校和更多的经济管理学院的教师和学生提供学习上的支持, 清华大学出版社再次隆重推出与世界著名出版集团合作的英文原版影印商学教科书, 也使广大工商界人士、经济管理类学生享用到最新最好质优价廉的国际教材。

祝愿我国的管理教育事业在社会各界的大力支持和关心下不断发展、日进日新; 祝愿我国的经济建设在不断涌现的大批高层次的面向国际市场竞争、具备国际经营头脑的管理者的勉力经营下早日中兴。

赵纯均 教授

清华大学经济管理学院

PREFACE

WHAT MAKES THIS BOOK UNIQUE?

The objective of *Kleppner's Advertising Procedure* is to provide a basic introduction to the planning and execution of advertising and promotion within the context of marketing goals and objectives. It is primarily intended for undergraduate students majoring in advertising, marketing, and management. In addition, the text would be beneficial to students majoring in the social sciences, especially psychology and sociology. The text also has proven valuable as a resource for advertising and business practitioners.

MAJOR OBJECTIVES OF THE TEXT

The text offers a clear and comprehensive examination of the roles that advertising practitioners play from three perspectives: (1) a firm's marketing and advertising department; (2) as an advertising agency professional; and finally (3) from the perspective of media executives who provide the bridge between a company's products and its target audience. More than ever, the text recognizes that the skill set needed for a successful advertising career has never been more complex. In this regard, the authors have brought together contemporary information from the fields of marketing, communication, psychology, sociology, anthropology, and social science research as they relate to the practice of advertising. The current edition also recognizes the growing importance of global marketing and new communication technology and addresses both of these areas in depth.

PRINCIPAL POINTS OF DISTINCTION

1. The text introduces students to the following areas:
 - The changing role of global marketing and advertising with an emphasis on steps that U.S. companies are taking to contend with foreign competitors.
 - The evolving role of the marketing communication channel and the role of permission marketing with consumers are increasing using the Internet and other emerging technologies.
 - Changing management roles in an environment of mega mergers amount media, ad agencies, and their clients.
2. The 17th edition continues the tradition of introducing students to the latest information from the fields of marketing communication and advertising through:
 - **Viewpoints** that discuss contemporary issues in marketing and advertising from the standpoint of some of the leading executives in the field.
 - **Exhibits** that are virtually all new for this edition and which highlight the best advertisements and promotional techniques.
3. The 17th edition maintains its 80+ year tradition of providing new material reflecting the dramatic changes impacting the planning and execution of advertising. Among the most important additions to this edition are:
 - **New technology discussion**—advertisers are increasing using new technology from computer design to cell phones

KLEPPNER VIEWPOINT 3.1

Brad Majors
President, CMO, BROWN Marketing LLC; Senior Vice President, United Wholesale

There is a lot of talk about "branding" or "brand development" these days, as if it is the next "new thing" in marketing and sales. "Brand development" is not a new phenomenon. It has been around for at least 100 years. Any marketer or ad agency worth its salt practices "brand development" every time they perform any marketing function. The history of advertising in America is, essentially, the history of branding. That is what good advertising (and the other communication disciplines) does—create good and consistent reputations for products or services and this consistent imagery is what converts a product into a "brand."

I say "converters" because one of the greatest sins of marketing these days (especially for smaller businesses) is a lack of "integrated marketing." By this I mean that there may be mixed messages (from media advertising, public relations, the Web site, package copy, or whatever) that go out to consumers from a brand. And with these inconsistent messages comes an inconsistent image for the brand. Developing integrated marketing communication is one of the most important activities that can be done to enhance the value of a client's brand. It is nearly impossible to build a brand with inconsistencies in your marketing communications mix.

Business schools teach "The Marketing Mix," which is pretty basic stuff, but bear with me. The Marketing Mix assumes the Four P's of marketing: the Product itself (and its value proposition), the Price of the product, the Place of distribution where the product can be purchased, and the Promotion of the product. Interestingly, the fourth P (promotion) is simply the communication of aspects of the first three P's.


What else is critical to the sales other than what the product does, how much it costs, and where you can get it? Only one more: the "Person." I can think of it as "Enter the Fifth P," which isn't discussed in B-School textbooks, but I doubt the idea is new alone. What does the Fifth P stand for? The Prospect. The person who is going to buy this product or service, based on perceived needs and wants.

If the Fourth P (Promotion) connects Product, Price, and Place, it also performs another valuable function. Good Promotion, like it is in the form of media advertising, packaging graphics, public relations, or in-store merchandising, also has the responsibility of connecting the Prospect to the Product, its Price, and the Place it can be found. In essence, the product is just a collection of features and attributes until the Prospect arrives on the scene. When

the Prospect's needs and wants begin to surface, so do the brand's marketing possibilities.

As the Prospect evaluates all the information he or she knows about the product (what it does, what it costs, where it can be purchased), a relationship may begin to form. However, this will only happen if the brand imagery has been consistently presented. This relationship is based on how the Prospect feels the product (or service) will meet his or her needs and wants. I call this "personal resonance." How does the Prospect relate emotionally to those rational product attributes? This "personal resonance" is not a new concept in marketing either. Marketers have been trying to figure out how to achieve the emotional bond between Prospect and brand since the 1920s when "Motivational Research" was first used by an agency. And we are still trying to crack the code on why consumers make the brand choices they make.

A final comment in the Brand Development Campaignization process: Sometimes the term brand development can suggest some type of expensive shortcut in marketing. I have spoken with entrepreneurs who wanted to do "brand development" because they didn't have money for advertising. Sorry, it really won't work that way. While media advertising may not be the only way to promote your brand, developing a brand takes time and money. Strong brands do not come cheaply. Fortunately, if the "brand development" process is successful, that investment will pay off big as you go down the marketing road. 17-3-0



Brad Majors

as consumer media. For example, Chapter 13 discusses the role of new media in reaching a “in control consumers” and Chapter 18 discusses the role of computer technology in the production of advertisements.

- **The best of contemporary advertising**—throughout the text, virtually every advertisement exhibit is new to this edition, demonstrating the best of today’s commercial messages.
- **Advertising integrated into the business environment**—throughout the text, advertising and promotion is discussed with the total business context recognizing that advertising decisions are rarely made in a business vacuum. The text also reflects the fact that the contemporary business environment increasingly must deal with a global perspective which is reflected throughout this edition.
- **Expanded discussion of legal and ethical considerations**—advertising must function within a strict matrix of both legal and ethical restraints and additional information is devoted to these issues, particularly in Chapter 24.

WHY A NEW EDITION

There are few areas of business and marketing that operate in a more dynamic atmosphere than advertising and promotion. The process of new product and target audience research, branding and product development, executing creative sales approaches, and selecting media and non-traditional marketing communication placement are part of an evolving development that is undergoing dramatic change. The primary reason for publication of this new edition is to reflect this environment.

These important changes in the advertising profession are reflected throughout the text while keeping the basic structure similar to past editions. The 17th edition is organized as follows:

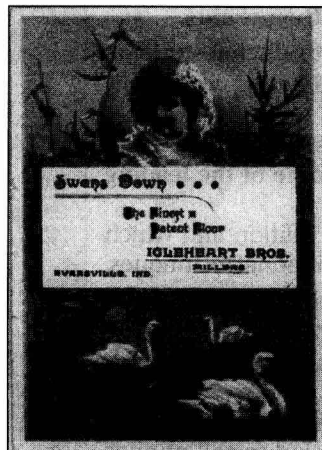
PART I

The authors strongly believe that contemporary advertising should be studied from the perspective of the social, cultural, and economic foundations that created modern marketing and promotion. Part one offers an historical overview.

- **Chapter 1** examines how advertising and marketing developed as part of the larger society including the Industrial Revolution, a rising middle class, and the introduction of democratic principles in both politics and economics. The chapter brings the personalities and events which created the modern American marketing system to life.

CHAPTER 1

Background of Today's Advertising



Trade and commerce are core elements in the development of the American cultural experience, and advertising has played an important role in that process. Because advertising carries out the communication role for business, it has often received both criticism and praise disproportionate to its contributions. Nevertheless, it is clear that advertising is part of the cultural and economic fabric of society. It grows in concert with a dynamic and advanced economy. Consequently, the history of advertising in the United States can only be studied within the context of the nation's political, economic, and cultural environment. This chapter traces the relationship between advertising and the circumstances that made it possible, including the development of mass media, a rising middle class, effective transportation, and the growth of mass production in this country. After reading this chapter, you will understand:

chapter objectives

1. the social and economic environment that nurtured advertising in its early years
2. advertising's role in U.S. economic development
3. advertising's support of the American media system
4. the fight for ethical and responsible advertising
5. advertising growth during the post-World War II era
6. modern advertising in an era of heterogeneous audiences and media

The exchange of goods and the need to link buyers and sellers date to prehistoric times. We have evidence of messages offering goods for sale dating to 5000 B.C. and some of the earliest cave drawings refer to the makers of primitive objects. Modern advertising began in the United States in the late 1800s and, during the century that followed, advertising practitioners introduced sophisticated elements such as motivational research to define consumer behavior, media analysis to reach targeted consumers, and creative strategy to enhance selling messages. In order to understand the origins of modern advertising, we must examine the conditions that made it possible.

- **Chapter 2** offers an overview of the multitude of channels currently being used to reach prospective buyers and demonstrates the ways that advertising and marketing communication are used by advertisers as small as the neighborhood retailer and as large as global multinational corporations.

PART II

This section introduces fundamentals of advertising planning and brand research on which virtually all successful advertising is based.

- **Chapter 3** introduces the concept of the advertising spiral and the strategies needed to keep brands vigorous in a changing marketplace.
- **Chapter 4** outlines the fundamentals of identifying and understanding target markets who are most interested and profitable for specific products.

PART III

This section of the text emphasizes the business operations of advertising and the sometimes fragile and contentious relationships between agencies and clients.

- **Chapters 5 and 6** explore how the advertising and management function have become more complex. Today, advertising is more likely to be integrated into a total marketing communication program resulting in management and relationship changes from the past. The text also discusses the organization of the advertising industry from both advertiser and agency perspectives.

PART IV

In this section, the authors discuss the methods of reaching consumers with sales messages. The chapters in this part examine both traditional media and emerging methods of reaching customers and future prospects.

- **Chapter 7** begins the consideration of media with an overview of the media planning function and the role of the media planner in delivering advertising messages to consumers.
- **Chapters 8 to 14** discuss each of the basic media and communication methods used to reach consumers. "Media" as diverse as Web sites, iPods, and cell phones are included in the examination. This section also addresses the communication strengths and weaknesses of each medium and how these media are converging as consumers embrace new technology and media companies merge to form large multimedia conglomerates.

PART V

Ultimately, prospects are converted to buyers with the introduction of strong product benefits that solve consumer problems. The discussion of the creative function in this section highlights the need for creative ideas based on research that offers insight into consumer needs, product selection, and media preferences.

- **Chapters 15 to 22** emphasize the need for planning and research to bring rough ideas to fruition as a finished ad. Contrary to popular opinion, great advertising is rarely a result of spontaneous brilliance, but rather is the byproduct of hours of hard work and study.

PART VI

- **Chapter 23** underscores the global nature of advertising and marketing. Globalization is no longer a theory, but rather part of the everyday strategy of companies throughout the world. While the United States continues to be the major player in international marketing and advertising, its share of advertising and sales continues to shrink as competitors from around the world produce

products and advertising that are often equal to the best the U.S. has to offer. It no longer dominates the global economy as it did in much of the last century.

CHAPTER 23

International Advertising



At one time, U.S. firms considered their international marketing operations separately from domestic sales and promotion. However, in an environment with a Nissan automotive plant in Tennessee; Honda rolling off an Ohio assembly line; and Mercedes and BMW making luxury cars in the Deep South, the global village is in our own backyard. Globalization is much more than just doing business abroad. Multinational firms operate in an atmosphere of converging cultural, political, communication, and business issues where companies battle head-to-head for local buyers in what is often worldwide competition. In this chapter, we will examine the challenges facing companies that must increasingly compete for customers on a global scale. After reading this chapter, you will understand:

chapter objectives

1. the evolving nature of the global market
2. the role of advertising and advertising agencies in international marketing
3. changes in U.S. advertising and marketing practices as a result of global competition
4. cultural and political considerations in international marketing
5. organizing advertising management to compete in the global marketplace
6. effects of a diverse U.S. population on domestic advertising and media

The purchase of goods from abroad is so intertwined in the American economy that we often forget that the global market is a phenomenon of relatively recent vintage. For example, the first Toyota automobile, the Toyopet Crown, was not introduced in the United States until 1957. After selling only 284 cars in the first 14 months, Toyota withdrew from the U.S. market in 1961. In 1960, Toyota launched the Corona with a name more suited to American drivers. By 1972, Toyota reached 50 million annual sales and today is challenging General Motors to become the world's largest car manufacturer.

The changing complexion of global advertising and marketing is readily apparent from an examination of how American businesses and advertising agencies are

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- **Chapter 24** stresses that fact that advertising is constrained by a number of legal, regulatory, and ethical considerations as the public demands greater candor from advertisers and protections from governmental agencies. More than a discussion of rules and regulations, Chapter 24 emphasizes the new environment of public responsibility that major advertisers have embraced over the last half-century. More and more the public is demanding that advertisers be sensitive to the societal and cultural dimensions in the messages they distribute. For their part, advertisers are finding that doing what is right is also good business.

INSTRUCTOR RESOURCES

Many of the following supplements can also be downloaded via our password-protected Instructor's Resource Center (IRC). Visit www.prenhall.com/lane to access these resources.

Instructor's Manual The instructor's handbook for this text includes chapter objectives, a chapter overview, a detailed chapter outline, and answers to review questions in the textbook. Also included within each chapter is a section that offers suggestions for class projects and exercises, which serve to enhance the learning experience in the classroom.

Test Item File Featuring more than 2,600 questions, 110 questions per chapter, this Test Item File has been written specifically for the seventeenth edition. Each chapter consists of multiple-choice, true/false, matching, completion, and essay questions, with page references and difficulty level provided for each question.

TestGen Test Generating Software Prentice Hall's test-generating software is available from the *IRC Online* (www.prenhall.com/lane) or from the *IRC on CD-ROM*.

- PC/Mac compatible; preloaded with all of the Test Item File questions.
- Manually or randomly view test bank questions and drag-and-drop to create a test.
- Add or modify test bank questions using the built-in Question Editor.
- Print up to 25 variations of a single test and deliver the test on a local area network using the built-in QuizMaster feature.

- Free customer support is available at media.support@pearsoned.com or call 1-800-6-PROFESSOR between 8:00 A.M. and 5:00 P.M. CST.

PowerPoints A set of PowerPoint slides is available on the IRC on CD. The slides include a chapter outline, discussion questions, images from inside and outside the book, and Web links.

Instructor's Resource Center Register. Redeem. Login.

www.prenhall.com/irc is where instructors can access a variety of print, media, and presentation resources available with this text in downloadable, digital format. For most texts, resources are also available for course management platforms such as Blackboard, WebCT, and Course Compass.

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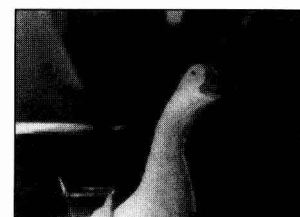
Need help? Our dedicated technical support team is ready to assist instructors with questions about the media supplements that accompany this text. Visit: <http://247.prenhall.com/> for answers to frequently asked questions and toll-free user support phone numbers.

All instructor resources in one place. It's your choice. Available via a password-protected site at www.prenhall.com/lan or on CD-ROM. Resources include:

- *Instructor's Manual*: View chapter-by-chapter or download the entire manual as a .zip file.
- *Test Item File*: View chapter-by-chapter or download the entire test item file as a .zip file.
- *TestGen EQ for PC/Mac*: Download this easy-to-use software; it's preloaded with the twelfth edition test questions and a user's manual.
- *Image bank (on CD only)*: Access many of the ads and illustrations featured in the text. Ideal for PowerPoint customization.
- *PowerPoints (on CD only)*: A set of slides to accompany your lecture.

Video Gallery 17 segments on DVD, all covering various topics in advertising, are offered. These segments, all 8–12 minutes in length, are geared around well-known companies and their advertising practices. A video guide and correlation grid are included in the Instructor's Manual.

AdCritic.com Prentice Hall and AdAge are bringing the most current ads and commentary from advertising experts into your classroom. Only Prentice Hall can offer students 16 weeks of access to a special AdCritic.com site that includes AdAge's encyclopedia of articles at a deeply discounted rate. An access code is available only when shrink-wrapped with a Prentice Hall text, so be sure and specify the appropriate package with your local bookstore in advance. Please visit www.prenhall.com/marketing for a tour of the AdCritic site.



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STUDENT RESOURCES

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ACKNOWLEDGMENTS

Mark Baldwin, Chick-fil-A, Atlanta
Sheri Bevil, Lane Bevil+Partners, Atlanta
David Botsford, The Botsford Group, Atlanta
Pat Buckley, The Johnson Group, Chattanooga, TN
Chisholm Burbage, Charleston Area Convention & Visitors Bureau, Charleston, SC
Mary Beth Burner, Cooking Light/Southern Progress, Birmingham, AL
Kelly Caffarelli, Home Depot Foundation, Atlanta
Steve Caffarelli, Office of the Treasury, State of Georgia
Mike Casey, Cohn, Overstreet & Parrish, Atlanta
Frank Compton, Blattner Brunner, Atlanta
Julie Dombrowski, The Daniel Island Co., Daniel Island, SC
Judy Franks, EnergyBBDO, Chicago
Steven Guyer, G2 Direct & Digital, New York
Chris Hooper, Fitzgerald+Co., Atlanta
Ron Huey, Huey+Partners, Atlanta
Steven Jones, McRae Communications, Atlanta
Gilad Kat, Grey Tel Aviv, Israel
Alice Kendrick, Southern Methodist University, Dallas
Jason Kreher, Messner Vetere Burger McNamee Schmetter Euro RSCG/New York
Peggy Kreshel, Ph.D., Grady College, The University of Georgia, Athens, GA
Karen Kuchenbecker, Charleston Regional Development Alliance, Charleston, SC
Steven Lang, Southern Broadcasting Corp., Athens, GA
Donna LeBlond, Grady College, The University of Georgia
Thomas Lentz, Broyhill Furniture Industries, Lenoir, N.C.
Amy Lokken, McRae Communications, Atlanta
Brad Majors, GTC, Greenville, S.C.
Tim Mapes, Delta Airlines, Atlanta
Hugh J. Martin, Ph.D., Grady College, The University of Georgia
Michael Martin, Employees, Atlanta
Vicki Mills, Imedia, Inc., Macon, GA
Bruce Murdy, Rawle Murdy, Charleston, SC
Gregory Nyilasy, Ph.D., Hall and Partners, New York
Lynne J. Omlie, DISCUSS, Washington, DC
Daniel Partich, PACTIV, Atlanta
Charles M. Penuel, Georgia Higher Education Savings Plan
Don Perry, Chick-fil-A, Atlanta
John Robertson, VitroRobertson, San Diego
Tom Robinson, Robinson & Associates, Tupelo
Charles Van Rysselberge, Charleston Metro Chamber of Commerce, Charleston, SC

xx ACKNOWLEDGMENTS

Sunayana Sarkar, Starcom MediaVest Group, New York

Scott Scaggs, Trone Advertising, High Point, NC

Shannon Scott, Applebee's, Overland Park, KS

Megan Sovern, Leo Burnett, Chicago

Jeanne Spencer, Idea Engineering, Santa Barbara, CA

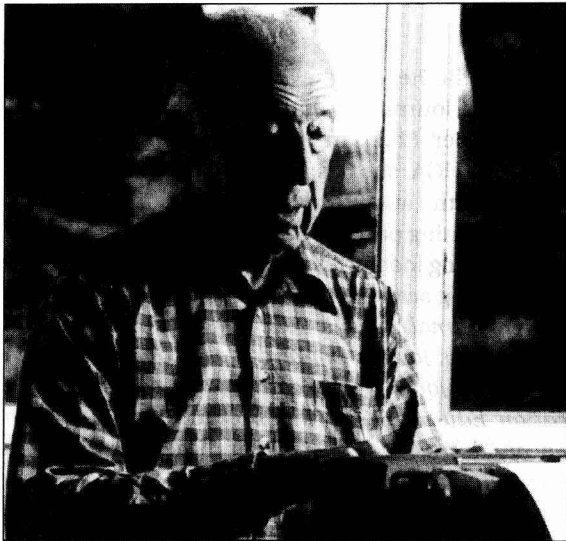
Alana Stephenson, The Johnson Group, Chattanooga, TN

Peggy Sullivan, Pathway Communities, Atlanta

Emily Watts, Charleston Metro Chamber of Commerce, Charleston, SC

Robert Willett, Grady College, The University of Georgia, Athens, GA

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OTTO KLEPPNER (1899-1982)

A graduate of New York University, Otto Kleppner started out in advertising as a copywriter. After several such jobs, he became advertising manager at Prentice Hall, where he began to think that he, too, "could write a book." Some years later, he also thought that he could run his own advertising agency, and both ideas materialized eminently. His highly successful agency handled advertising for leading accounts (Dewar's Scotch Whisky, I. W. Harper Bourbon and other

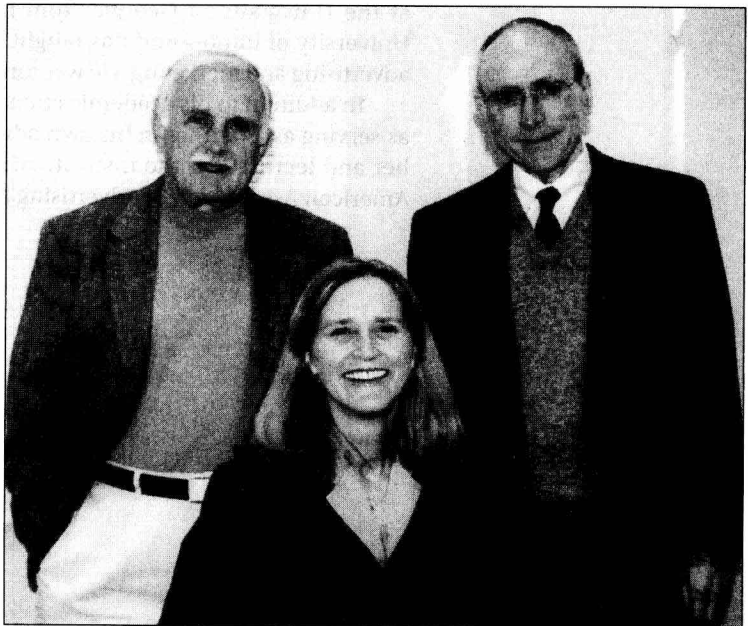
Schenley brands, Saab Cars, Doubleday Book Clubs, and others). His book became a bible for advertising students, and his writings have been published in eight languages.

Active in the American Association of Advertising Agencies, Mr. Kleppner served as a director, a member of the Control Committee, chairman of the Committee of Government, Public and Educator Relations, and a governor of the New York Council. He was awarded the Nichols Cup (now the Crain Cup) for distinguished service to the teaching of advertising.

W. RONALD LANE

Ron has worked in all aspects of advertising. He began in advertising and promotion for a drug manufacturer. Later he was marketing manager for a drug store chain. He has worked in creative and account services for clients including Coca-Cola, National Broiler Council, Minute-Maid, and for small clients like Western North Carolina Tourism and Callaway Gardens Country Store.

He was presented with the American Advertising Federation Distinguished Advertising Educator Award for service to advertising education and industry. He was coordinator of the Institute of Advanced Advertising Studies sponsored by the American Association of Advertising Agencies for six years. He was a partner in SLRS Communications, an advertising-marketing firm. He served 20 years on the American Advertising Federation's (AAF) Academic Committee. He has



(L to R) W. Ronald Lane, Karen Whitehill King, J. Thomas Russell

been AAF Academic Division Chair, a member of the AAF Board of Directors, Council of Governors, Executive Committee and the AAF Foundation. He has been an ADDY Awards judge numerous times, and been a member of the Advertising Age Creative Workshop faculty. He has also served as a member of the ACEMJC Accrediting Council.

Currently, Ron is a senior partner at Lane Bevil+Partners.

KAREN WHITEHILL KING

Karen King is a professor of advertising and the Head of the Department of Advertising and Public Relations in the Grady College of Journalism and Mass Communication at the University of Georgia. She received her Ph.D. in communications from the University of Illinois. While on the faculty at UGA, she has been a visiting communication researcher at the Centers for Disease Control and Prevention in Atlanta, working on their AIDS public service campaign, and a visiting professor at Lintas in New York.

Karen's research interests include advertising industry issues and health communication. She has published her research in leading academic journals including: *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Public Policy and Marketing*, *Journal of Current Issues and Research in Advertising*, *Journalism and Mass Communication Quarterly*, *Journal of Newspaper Research*, *Journal of Health Care Marketing and Journalism*, and *Mass Communication Educator*. She was the editor of the 1994 *Proceedings of the American Academy of Advertising Conference* and she co-authored a textbook supplement, *Media Buying Simulation*.

Prior to joining the Grady College, Karen was a research supervisor and a media planner/buyer at FCB Chicago. Her clients included Kraft, Coors, Sears, Sunbeam, and International Harvester. In 1999, Karen was named the Donald G. Hileman Educator of the Year by the American Advertising Federation's Seventh District for her work with the UGA Ad Club and its AAF campaign competition team.

J. THOMAS RUSSELL

Thomas Russell is Dean Emeritus of the College of Journalism and Mass Communication at the University of Georgia. Tom received his Ph.D. in communications from the University of Illinois and has taught and conducted research in a number of areas of advertising and marketing. He was formerly editor of the *Journal of Advertising*.

In addition to his academic endeavor, Tom has worked as a retail copywriter as well as serving as a partner in his own advertising agency. He also served as a faculty member and lecturer for the Institute of Advanced Advertising Studies sponsored by the American Association of Advertising Agencies.

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