

PRO- MOTION

SECOND EDITION

Advertising,
Publicity,
Personal
Selling,
Sales
Promotion

RICHARD E. STANLEY

2nd edition

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ADVERTISING, publicity,
PERSONAL selling,
SALES PROMOTION

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PREFACE

Managing promotion is like playing golf. Each promotion tool is designed to do a specific job and, if used properly, will do the job better than any other tool in the bag.

Advertising, publicity, personal selling, and sales promotion are the four clubs in the promotion manager's bag. Each is used for different "shots," but a knowledge of all is necessary to score well. Few golfer's would play a round with only one club, and not many promotion managers would limit themselves to one promotion tool in designing a program. Rather, most would select the combination of tools they consider to be most useful in achieving desired promotion objectives.

Promotion: Advertising, Publicity, Personal Selling, Sales Promotion, Second Edition, helps the student to become a well-rounded promotion manager rather than a specialist in advertising, publicity, personal selling, or sales promotion. It uses the management viewpoint to provide an understanding of the promotion tools and their proper places in the promotion mix. Emphasis is placed on giving the student the basic knowledge that a manager needs to plan, execute, and evaluate promotion programs.

The background for promotion is set with chapters on the Importance of Promotion; Mind of the Buyer—Cultural and Social Conditioners; Mind of the Buyer—Purchase Decision Process; Selecting Promotion Targets; Legal and Ethical Environment of Promotion; Promotion Objectives, Strategies, and Plans; and Organizing for Promotion. These chapters are designed to give the student the fundamental background necessary to understand promotion.

Next, the Essentials of Marketing Communication are presented and followed with chapters on Advertising, Public Relations, Publicity, and Institutional Advertising, Personal Selling, and Sales Promotion. Specific knowledge of each of the promotion tools and their strengths and weaknesses from a marketing standpoint is gained by a study of these chapters.

Concluding chapters on the Influence of Product, Place, and Price on the Promotion Mix and Financing, Measuring, and Controlling the Promotion Program give students the basics of promotion management and prepare them for managing the promotion mix in the field or for further advanced study of the promotion process.

Thanks are due the advertising agencies and companies who contributed to the second edition of *Promotion*. And to my former teachers, colleagues, business friends, and the authors and publishers who permitted the use of some of their materials, my warmest regards.

RICHARD E. STANLEY

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