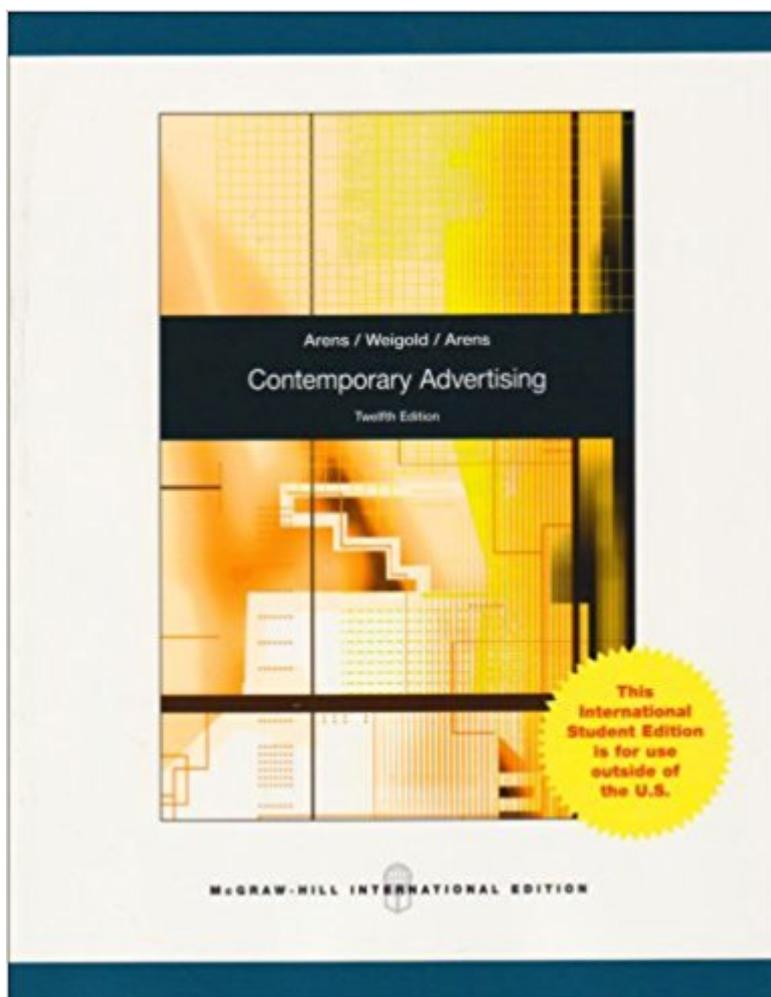


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# Contemporary Advertising



## Synopsis

"Contemporary Advertising, 12/e" is one of the best-selling advertising texts in this field. Known as the 'coffee table book' for Advertising, it is known for its current examples, the author's ability to pull from real-world experiences, and the clear writing style. Taking a comprehensive view of the industry, this text presents advertising from the creative stand-point and Arens draws from his own industry experience to lend life to the examples. Author Bill Arens continues to address the importance of Integrated Marketing Communications (IMC) in the field of Advertising and how it impacts advertising strategy through featured examples of IMC campaigns.

## Book Information

Paperback

Publisher: McGraw Hill Higher Education; 12th edition (December 1, 2008)

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Product Dimensions: 8.5 x 1.1 x 10.9 inches

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Average Customer Review: 3.7 out of 5 stars 52 customer reviews

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[Photography > Graphic Design > Commercial > Advertising](#) #794 in [Books > Business & Money > Marketing & Sales > Advertising](#) #12318 in [Books > Textbooks > Business & Finance](#)

## Customer Reviews

I bought this book for a class I'm taking next semester with the intention of reading ahead. I bought this version instead of the hardcover because it was less expensive. The text is interesting, albeit the content is wordy and verbose, sometimes a little repetitious. It's packed with examples, and tilts strongly toward commercial advertising, giving the history, ethics, strategy, etc. The authors have attempted to be comprehensive and current. However, I'm seriously dissatisfied with the quality of the printed pages. The book arrived as loose pages, so I first needed to find a 3-ring binder to put it in. The paper it is printed on is so flimsy and thin, it tears easily when a page is turned. In addition, the print is too light to read comfortably. The inset boxes with colored backgrounds are the worst for legibility. I suspect the typeface was shrunken when this cheaper copy was printed. Depending on your eyesight, you may need to read under a strong light and possibly use a magnifier.

Thorough book on its subject, the paper back makes it very easy to take specific chapters out and put them back. Some paragraphs can seem to be repetitive.

Maybe I'm a little biased, because Mr. Arens was my professor while I attended San Diego State. I really never knew how good this book was until I started working in Advertising. I highly recommend it for anyone who is looking to have a better understanding of this field or for anyone who is considering it as a career. Good for any side of advertising (i.e. creative, account, traffic, etc...)

this is a reprint (as in on cheap 8.5x11 paper inserted into a Staples binder). Don't be duped.

I felt that I learned a lot from this textbook. It was easy to understand with its engaging real life examples, and interesting case studies. I personally enjoyed the chapter about Mountain Dew's history. I used the kindle version for the iPad and I have no complaints. Everything was smooth with no problems. It even allowed me to highlight the text in different colors and later come back to just my highlighted parts. Being able to view the highlighted materials alone saved me a lot of time and kept out unnecessary information that I already decided wasn't important.

Even though it's an international version it matches the more pricey US version which is great for any college student in a budget..so very college student. Some of the prints are in different languages is the only downside but the material is the just same.Enjoy!

Book was listed in good condition the cover is taped with white duct tape there are pages that have chunks out of them other pages that are stuck together because the book obviously had gotten wet

Was worried the international edition wouldn't be right but it's all the same with a different cover and a much more logical price

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