

Book Review:

William D. Wells, John Burnett & Sandra Moriarty. Advertising: Principles and Practice. Prentice Hall; 6th edition (October 29, 2002) ISBN-13: 978-0130477224

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Advertising: Principles and Practice (7th ed) talks about how advertising works, how certain objectives for advertising are decided and how an advertisement is assessed on the basis of the objectives set. The book is divided into five parts, each dealing with a detailed aspect of how the advertising world works. Many award-winning campaigns are discussed as well as inspirations behind many successful campaigns.

The first part of the book discusses the foundations of the advertising business. It has three chapters dedicated to the introduction, advertising's role in marketing and advertising and society, respectively. The first two chapters introduce the professions of advertising and marketing, as well as how advertising plays a role in the marketing of a brand. The third chapter talks about the same professions and how they are contributing towards the society. It further elaborates on the key regulatory agencies and their responsibilities. The authors also give a critique of the ethical issues that have challenged the advertising practice.

The second part of the book deals with planning and strategy involved in the advertising business. A detailed chapter on consumer audience tells about the cultural and social influences on consumer responses. It also gives an account of how consumer decision process works and how psychological influences impact consumer behavior. The authors have detailed on strategic research for advertising as well as strategic planning. It not only elaborates on the research itself but also explains the key challenges that are faced in advertising research. A very important aspect of advertising account

planning is discussed in the seventh chapter which is primarily about strategic planning. It also outlines the key factors in an integrated marketing communication plan.

Part three of the book different media that can be used for effective advertising. This starts with explaining what advertising is now solely dependent on - media planning and buying. It gives a detailed account of the print media and how advertising can be effectively done through this conventional medium. It further goes to elaborate how out-of-home medium can be utilized for advertising purposes for effective reach to the target audience. In this also the authors have given detailed explanation of various out-of-home activities that can be carried out.

The third part further details about the broadcast media and the ways in which advertising can be done on television and radio. It also highlights the disadvantages of advertising on the broadcast media. Interactive and alternative media are also discussed in detail in the third part as they are the new media forms. The chapter also talks about various types of internet advertising and also points out the disadvantages of internet advertising. This further elaborates on how creative advertising is done using these two media to reach the target audience. The final chapter of the third part discusses media planning and buying in detail. Using webs and flow charts makes it easier for the reader to understand the processes in planning and the various media information sources that are available. A lot of technical data is explained using samples of actual forms or sheets from reports. This gives a real-life feeling to the book as the reader is experiencing the world of advertising.

The fourth part of the book deals with creative chapters of effective advertising messages. It talks about how messages are crafted in a creative manner and what qualities are possessed by a creative person. Moreover, it talks about a very common

phenomenon of the Big Idea in advertising and how that comes about. This is further explained in the copywriting chapter where the authors have explained in detail how and for what purposes advertising copies are developed. Practical tips are also given for writing an effective copy as language for an ad message is always short and crisp, without elaborating on unnecessary details.

In the last part of the book, the authors have shed light on the big picture i.e., integration and evaluation. The integration is about incorporating key marketing communication tools with advertising activities. This section also deals with the intricate nature of the marketing communication in which different promotional activities are discussed in various chapters. It ends with a complete chapter on evaluation of effectiveness of different stakeholders involved in the entire process of advertising and integrated marketing communications.

The book is an interesting mix of case studies as well as pictorial sources. It has a rich resource of webs and flow charts, which make it an easy understanding for the reader. Real life examples are given for campaigns and various advertising activities. In each chapter, the authors have discussed issues and concerns in umbrella terms of the same or explaining them as challenges.