

Canadian Advertising In Action

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in this book we look at how advertising is put to work for advertisers

this book explores data science in practice through an ethnographic study at a global marketing technology and research firm the book shows that while businesses have embraced data science methods to understand markets and consumers in practice they produce too much information consequently they must be combined with creative practices that simplify and make sense of analytics cluley shows that in the age of data science business is increasingly artistic in this case marketing science is more like marketing science fiction this is essential reading for understanding contemporary data driven business and marketing as well as social and economic relations in the age of surveillance capitalism with lessons for academics and students of marketing technology and data science

understanding and appreciating the ethical dilemmas associated with business is an important dimension of marketing strategy increasingly matters of corporate social responsibility are part of marketing s domain ethics in marketing contains 20 cases that deal with a variety of ethical issues such as questionable selling practices exploitative advertising counterfeiting product safety apparent bribery and channel conflict that companies face across the world a hallmark of this book is its international dimension along with high profile case studies that represent situations in european north american chinese indian and south american companies well known multinationals like caterpillar coca cola cadbury and facebook are featured the two introductory chapters cover initial and advanced perspectives on ethical and socially responsible marketing in order to provide students with the necessary theoretical foundation to engage in ethical reasoning a decision making model is also presented for use in the case analyses this unique case book provides students with a global perspective on ethics in marketing and can be used in a free standing course on marketing ethics or marketing and society or it can be used as a supplement to the readings for other marketing classes

praised for its clear writing style and solid canadian examples advertising in action provides a clear picture of the advertising industry thoroughly updated to reflect the rapid pace of change in the digital media world this new edition incorporates new and emerging social media such as facebook and twitter and its impact on advertising

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