



Media für Manager: Was Sie über Medien und Media-Agenturen wissen müssen (German Edition)

Anne Marx

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Dieser praktische Leitfaden hilft Produkt- und Marketingmanagern, gegenüber Media-Anbietern und -Agenturen kompetent und souverän aufzutreten. Sie erfahren, wie Agenturen arbeiten und wie Sie von Ihrer Agentur eine optimale Leistung einfordern, was eine erfolgreiche Media-Planung ausmacht und welche Mediengattungen und Werbeformen Sie kennen sollten. Ein kompakter und verständlicher Überblick über die Media-Basics!

Die 2. Auflage wurde aktualisiert und die Themen Social Media, Gaming, Mobile Marketing, Digital Retailing, Crossmedia Integration und TV grundlegend neu konzipiert.

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