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This book is
structured as a

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business plan
template that can be
used to write a
business plan. The
book also explains
what should be
written in each
section of the
business plan, and
how to ultimately
have a great
business plan.

In these challenging

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times, libraries face fierce competition for customers and funding. Creating and implementing a marketing plan can help libraries make a compelling case and address both issues—attracting funding and customers by focusing on specific

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needs. But where
and how do you
start?

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Practice, Trends,
and Ethics is the
first serious book in
English to examine
the wider contexts
and varied texts of
product placement,
related media
marketing
strategies, and
audience impacts.
The contributors are
national experts in a

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variety of mass
media specialties-
history, law, and
ethics (both media
ethics and medical
ethics); cultural and
critical analysis;
content analysis and
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marketing,
advertising, public
relations, and
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digital technology
and futures.

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kind book features

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interviews with
leading critics and
proponents of
product placement
(including the
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of the LA Times and
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lively roundtable of many of the major contributors (in Q&A format), a review of a recent video on product placement, and a helpful resource guide to publications and Web sites that further enhance the value of the book.

From the editor: The

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influence of product placement is perceived as so great that its detractors have sought federal regulation of the practice. This book examines the wider contexts and varied texts of product placement and related mass media

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marketing strategies. The contributors represent a rich variety of methodological approaches and viewpoints, which should stimulate readers to think about this complex issue in an appropriately

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multifaceted fashion
and to triangulate
their own study. The
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expert opinion, and
insiders'

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perspectives on:
product placement's
historical
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advent of
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brand promotion via
online computer

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upon viewers of the
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that social media
is no panacea-her
crisp
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summaries to
highlight the
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companies that
choose not to
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customers stand

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to lose ground to competitors who do." WHAT OTHERS ARE SAYING ABOUT THE BOOK

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subject. She takes a reasoned perspective on a topic that is often full of hyperbole. The book is filled with advice for the marketer that is both practical and strategic. It helps the marketer to leverage social

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media where it
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cuts through the noise with clear advice on how to turn strategy into practice. With the help of effective charts and analysis, the reader can gain real insight into social media's influence in corporate

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marketing. By showing how building quality content in social media is no longer an option for corporations, this is also a lesson in building a brand by listening to your customers. "

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media presence is
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earned media,
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the growing value

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Like most
marketers, you
are drowning in
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noise and chaos. Businesses have simply jumped in without tying social media outcomes to any business objectives. The purpose of this book is to help you: - See how social media fits into your overall

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strategy -
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Understand how best to develop social media with allocation among different tools -
Figure out the extent to which social media is relevant to your business or department, and

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how best to
implement it
given an
increasingly
digital world of
sharing and an
empowered
customer voice
Whether you are
a senior manager
experienced in
social media
marketing or a

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novice, this book
will help clarify
how social media
fits into your
overall marketing
strategy, how
much you should
be allocating
given the return
on investment,
and at what time
frame you should
be looking,

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depending on the specific metrics adopted. This book will help you focus more and understand all the different elements to which you need to be paying attention. If you are a novice, the glossary and

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such as Merrill
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and, perhaps
more tellingly,
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integrated into a

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review of the
keystones of
marketing strateg
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sources of
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to develop a
custom plan to fit

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assessing the
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focal points, and
choosing the
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effective
marketing and
branding that
move beyond
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orientation and***

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how an
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marketing plan and presents an overarching framework that encompasses the plan's essential components. A distinct characteristic of this book is its emphasis on marketing as a

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value-creation
process.

Because it
incorporates
the three
aspects of
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customer value,
managing
collaborator
value, and
managing

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company
value—the
marketing plan
outlined in
this book is
relevant not
only for busine
ss-to-consumer
scenarios but
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scenarios as
well. This

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integration of
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consumer and bu
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planning into a
single
framework is
essential for
ensuring
success in
today's
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marketplace.
The marketing
plan outlined
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builds on the
view of
marketing as a
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business
discipline that
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business model.

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applied to a
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formalize the
planning
process, a
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offering, or a large multinational corporation, the framework outlined in this book can help streamline the marketing planning process and translate it into an

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actionable
strategic
document that
informs
business
decisions and
helps avoid
costly
missteps.

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IPO, or a large
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advantage by translating the marketing planning process outlined in this book into a streamlined strategic document that informs your decisions and helps avoid

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