

The law on obligations and contracts marketing essay



William F. Arens has spent 35 years of his entire career in the advertising business. He held a position in the promotions department for the Paris edition of the New York Times and upon graduation from Whittier College; he began his career as a sales representative for various print media. This book 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. The advertising terms and examples used by Arens are different from Burton and Purvis in their book "Which ad pulled best?" although the essence remains the same. Just like in the book of Burton and Purvis, this book is useful for case analysis for those who have background on advertising. Though, there are some advertising concepts especially those related to the perspective of consumers that cannot be practiced in other parts of the world like Asian countries.

Dr. George E. Belch is a professor and chairman of the Marketing department at San Diego State University. He received his Ph. D. in Marketing from the University of California, Los Angeles. He has published numerous articles in prominent journals. Michael Belch a professor of Marketing at San Diego State University. He serves on the editorial board of the Journal of Advertising. He also consults for a number of companies in the areas of advertising, marketing strategy, and marketing research. This book reflects the shift from the conventional methods of advertising to the more widely recognized approach of implementing an integrated marketing communications strategy. The text underscores the importance of

recognizing that a firm must use all promotional tools available to convey a unified message to the consumer. Comparing to most of the sources enlisted, this is the latest published book, 2007. Therefore, most of the concepts and approaches written in this text book are relevant. This is a good source for integrated marketing communications perspective, because it catapults the reader into the business practices of the 21st century.

Bovee, C. (1995). Advertising excellence. New York: McGraw-Hill.

Courtland L. Bovee is co-author of Random House's bestselling Business Communication Today. He also wrote Business Writing Workshop (Roxbury) and Contemporary Advertising (Irwin). A lecturer and communications consultant to business and industry, he is also a member of the faculty in the business department at Grossmont College, El Cajon, California. This text blends the creativity of advertising with solid coverage of theory and real-world applications, covering topics such as: the foundations of advertising; audience analysis and buyer behavior; art direction; print media; and intercultural advertising. This book simplifies the complex terms in advertising for the better understanding of students unlike to other books. It also tackles points such as audience analysis and intercultural advertising which books like Strategic advertising campaigns did not tackle. However, the real world application tackled in this book is not really applicable today. This is because the book is dated 15 years ago.

Bovee, C. L., & Arens, W. F. (1986). Contemporary advertising. Virginia: Irwin.

Courtland L. Bovee, a lecturer and communications consultant to business and industry, he is also a member in the business department at Grossmont <https://assignbuster.com/the-law-on-obligations-and-contracts-marketing-essay/>

College, El Cajon, California. In the meant time, William F. Arens has spent 35 years of his entire career in the advertising business. He held a position in the promotions department for the Paris edition of the New York Times. This book is known for its current examples 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. Unlike the contemporary advertising by Arens, this book has combined perspective of two authors to come up with a very comprehensive view. This is not a very reliable source for today's advertising because it is dated back on 1986 when advertising isn't as wide and competitive as today.

Burton, P. W., & Purvis, S. C. (1991). Which ad pulled best?: Instructor's manual. Pennsylvania: NTC Business Books.

Philip Ward Burton is the author of more than 150 books and articles on the subject of advertising. His best-selling text, Advertising Copywriting is in its seventh edition. On the other hand, Scott C. Purvis is the President of Gallup & Robinson, Inc. Besides providing the copy-testing methodology used in this book, he also provided interviews with top advertising creative experts. This book consists of 80 recent ads, divided into 40 pairs. Readers apply marketing and advertising concepts and critical thinking skills to decide the effectiveness of each ad pair and then decide which ad indeed pulled best. Unfortunately since the book was created in 1991, the examples given aren't current unlike in Advertising and promotion which was published in 2007. However, this book is useful for case analysis for those who already have background on advertising. This could help in the unethical advertising research to sharpen the skills in critiquing ads.

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De Leon, H. S. (2003). The Law on obligations and contracts. Manila, Philippines: Rex.

Hector S. de Leon is widely known to the Filipino law students as a very prominent author of the Philippines Law books. He has revised almost all sections of the Philippines Law books making it easy for college students to understand the law. The law on obligations and contracts is a book about the Philippines law when it comes to dealing with obligations and contracts just as the title indicates. This book starts with article 1156 of the law to article 1430. It is in this law book that has an article about advertising and until where it is legal. However, this law only pertains to the Philippines and not in other country. For this reason researcher working on the different parts of the world would not find this source applicable.

Jhally, S. (1990). The Codes of advertising: Fetishism and the political economy of meaning in the consumer society. Great Britain: Printer Publishing, LTD.

Sut Jhally is the founder and executive director of The Media Education Foundation, and he is the author of numerous scholarly and popular essays, and several books including The Codes of Advertising (1987). A leading expert on advertising and media studies, he is a renowned public speaker, teacher, and film producer. This book examines the commercial speech of advertising as a cultural phenomenon whose social significance far exceeds its economic influence. Jhally argues that by selling viewing time to advertisers, television converts audiences into laborers who “work” for the media. By watching commercial messages on TV, viewers actively create

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symbolic meaning, but also generate profit for the media in return for the wage of entertainment. It has a different perspective of advertising in the society than what most of the books tackle. This book is recommendable if the researcher wants to deal with the influence of advertising to the customs of the society

Jones, J. P. (2000). *International advertising: Realities and myths*. California: Sage Publications, Inc.

John Philip Jones is a Professor of Public Communications in Syracuse University of New York. He has published several of books on advertising and has been translated to several languages. He was also named the Distinguished Advertising Educator of the Year and became a member of the Council of Judges of the Advertising Hall of Fame. He travels around consulting problems in advertising. His book is about trends in business globalization. It has examples of ten different countries, examining all aspects of international advertising, from broad concepts and issues to developments in specific countries and cutting-edge techniques. Jones book comparing to Jhally's book is like a comprehensive handbook of the theory and practice of international advertising. It has a bigger scope in globalization than the other sources like *Advertising excellence*. For readers who do not have a background on advertising might find it hard to understand the concepts discussed in this book.

Lane, R. W., & Russell, T. J. (2001). *Advertising: a framework*. Upper Saddle River, N. J.: Prentice-Hall.

W. Ronald Lane is a professor of advertising at the University of Georgia and has served as advertising manager of the Journal of Advertising. He is also a partner in SLRS Communications, an advertising-marketing agency. J.

Thomas Russell is Phil Landrum Professor of Communications. He received his Ph. D. in communications from the University of Illinois and has taught and conducted research in a number of areas of advertising and marketing. This best-selling book looks at the structure and organization of the industry, how campaigns are constructed and cost, various methods of promotion, above-the-line and below-the-line costs, legal and ethical issues, market research and much more. Contrast to Advertising and integrated brand promotion, Advertising: A framework has case studies in it that has very helpful guide questions which could be used in critiquing other ads. However, the short-coming of this is most of the concept is based on western consumers.

O'Guinn, T. C., Allen, C., & Semenik, R. J. (2006). Advertising and integrated brand promotion. Mason, OH: International Student Edition.

Thomas C. O'Guinn is Professor of Marketing and Executive Director, Center for Brand and Product Management, University of Wisconsin-Madison. His academic research has been heavily cited and honored several times with Best Contribution awards. Chris Allen is the Arthur Beerman Professor of Marketing at the University of Cincinnati. Professor Allen has served as conference co-chair for the national meetings of the American Marketing Association and the Association for Consumer Research. Richard J. Semenik is Professor of Marketing and Dean of the College of Business at Montana State University-Bozeman, as well as founder and Executive Director of the <https://assignbuster.com/the-law-on-obligations-and-contracts-marketing-essay/>

College's Center for Entrepreneurship for the New West. Powerful and practical, current and cutting-edge, Advertising and integrated brand promotion captures the thrill of advertising with its integrated learning experience, solid theory, real-world examples, and coverage of emerging trends. Some of the concepts found in this book is similar to Advertising promotions, like the practical theories. This updated source is helpful in understanding the importance of advertising to the product.

Parker, G. (2006). *Madscam: Kick-ass advertising without the madison avenue price tag*. Canada: Eliot House Production.

George Parker has more than 30 years of agency experience with esteemed Madison Avenue firms such as Ogilvy & Mather, Walter Thompson and many others. He won hundreds of advertising awards including Cannes Gold, Clios, and the David Ogilvy Award. His blog Adscam was named one of the four best advertising blogs in the world by Campaign Magazine. After years of agency experience, Parker wrote *Madscam* to offer his friendly, informative guide to advertising for small businesses. After outlining how to focus your advertising on your business's strengths, find your unique selling point and budget appropriately. Beginners will find more useful ideas than an established small business person, though his insider tips. Unlike the other sources used in this research, like *Contemporary advertising*, *Advertising Excellence* and *Strategic advertising campaigns* this book focuses more on guiding business firms how to create a successful promotion without much expense. If researching on unethical advertising, this book can hardly help since there is no one chapter dedicated to unethical advertising. Although it

would give an overview on the characteristics of advertising and how far would a firm go to make their ad successful.

Schultz, D. E. (1990). Strategic advertising campaigns. Pennsylvania: NTC Business Books.

Don E. Schultz is Professor of IMC, Northwestern University, Evanston, IL. He is also president of the global marketing consultancy Agora, Inc Schultz is Editor, Journal of Direct Marketing, Director of the Promotion Marketing Association of America, and the first recipient of the Direct Marketing Educator of the Year Award, presented by the Direct Marketing Educational Foundation. This text provides the fundamentals of formulating and implementing comprehensive and contemporary communications campaigns. Topics include consumer research methods, media planning, and measuring campaign effectiveness. The book can give ideas on how past ads were planned unlike the new planning strategies in Advertising and promotion. This book could be outdated for some researches who are dealing with advertising planning.

Spence, E., & Heekeren, B. V. (2005). Advertising ethics. Upper Saddle River, N. J.: Prentice-Hall.

Edward Spence is a Research Fellow at the Centre for Applied Philosophy and Public Ethics at Charles Sturt University, Canberra, Australia. Brett Van Heekeren is a lecturer in Advertising and Course Co-ordinator for the BA Communication – Commercial Radio, in the School of Communication at Charles Sturt University, Bathurst, Australia. This book focuses on an applied philosophical analysis of the nature of advertising in general and of specific
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ethical issues that arise in advertising. Its main objective is to provide professionals with a structured ethical reasoning and ethical decision-making model that will enable them to clearly ascertain the relation between advertising and ethics. Combining cases with ethical analysis, the authors focused on numerous areas of advertising, including codes of ethics, the media, truth in advertising, and new technologies in advertising. For researchers, this book has the concrete topics and theories about unethical advertising that all the other books in this annotated bibliography does not have.