



Contemporary Advertising and Integrated Marketing Communications, 14th Edition

By William Arens, Michael Weigold, Christian Arens



Contemporary Advertising and Integrated Marketing Communications, 14th Edition By William Arens, Michael Weigold, Christian Arens

Presenting Advertising as it is actually Practiced. Known for its current examples, the author's ability to pull from real-world experiences, and clear writing style, the 14th edition of *Contemporary Advertising* is a popular favorite among Advertising faculty and students. Taking a comprehensive view of the industry, this text presents advertising from the creative stand-point, and the authors draw from their industry experience to lend life to the examples. This text continues to address the importance of Integrated Marketing Communications (IMC) in the field of Advertising and how it impacts advertising strategy through featured examples of IMC campaigns.

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Editorial Review

About the Author

Christian Arens brings more than 15 years of theoretical and practical business, advertising and marketing experience. He has served in such positions as Partner at Catalyst S+F, President at MindTime Technologies, VP/Digital Strategy at DraftFCB and VP Group Media Director at Carat Interactive. In his advertising days, Chris worked on such clients as Motorola, RadioShack, Amazon.com, Electronic Arts, EarthLink, AT&T, Taco Bell, Levi's, MLB.com, AAA, Microsoft, Avaya, Progressive insurance and more. Successful in starting and helping to raise capital for companies, who he continues to advise in business strategy, revenue/channel development, marketing, advertising and fundraising. Chris is also an active leader in the digital advertising community, frequently speaking at industry events.

Michael F. Weigold is Associate Dean for Undergraduate Affairs and Professor of Advertising at the University of Florida. He has taught the introductory advertising class for nearly two decades at UF and also regularly teaches courses in advertising research, advertising campaigns, science communication, and communication theory.

Professor Weigold has won many awards for both his teaching and scholarship. In 2007, he was designated International Educator of the Year for the College of Journalism and Communications and was one of twenty International Ambassadors for the University of Florida. That same year, he was awarded a Faculty Achievement Award by UF. In 2004, he was named the College's Teacher of the Year.

He is the author or coauthor of over 40 publications and numerous conference papers. He has received a College of Journalism and Communications Researcher of the Year award, and his research has been funded by organizations that include the Kaiser Family Foundation, the Shands Cancer Center, and NASA.

Professor Weigold's professional experience includes account planning at Frailey & Wilson, an Orlando advertising agency. He has also served as a consultant to a number of organizations, including KOBACO of South Korea, Unilever, Brown & Williamson, NASA, and many local clients.

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