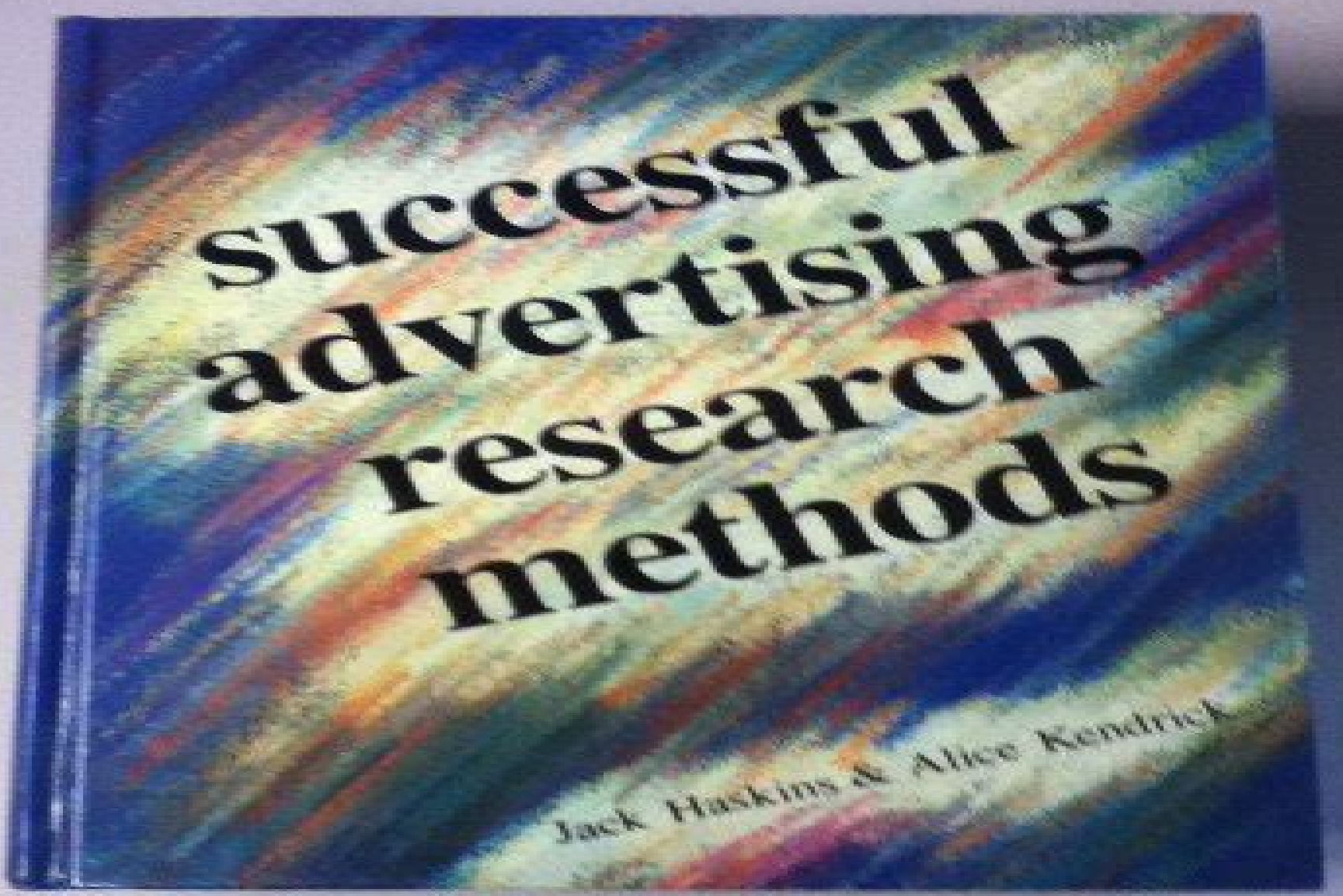


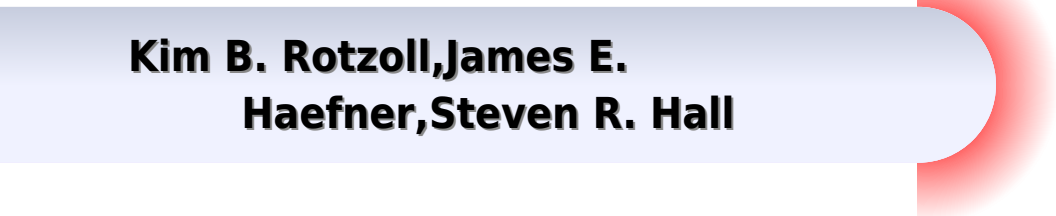


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strategy and theory Also includes a color insert **Sex in Consumer Culture** Tom Reichert, Jacqueline Lambiase, 2013-10-18 Sex in Consumer Culture The Erotic Content of Media and Marketing considers the use of sex to promote brands magazines video games TV programming music and movies Offering both quantitative and qualitative perspectives from leading scholars in a variety of disciplines this volume addresses a range of integral issues such as media promotion racial representations appeals to gay and lesbian communities content analyses and case studies Chapters represent diverse perspectives addressing such questions as What happens when sexual content created for adults reaches children What meaning do sexual words and images have within the contexts of sporting events trade shows video games personal ads or consumer Web sites What effects might sex tinged images have on audiences and where should the focus be for new effects research Where are the current boundaries between pornography and mainstream sexual depictions Exploring sexual information as it is used in mass media to sell products and programs Sex in Consumer Culture is an important collection and it will be of great interest for scholars and students in advertising marketing media promotion persuasion mass communication society and gender studies **Strategic Planning for Public Relations, Third Edition** Ronald D. Smith, 2009-04-20 This innovative and popular text provides a clear pathway to understanding public relations campaigns and other types of strategic communication Implementing the pragmatic in depth approach of the previous editions author Ronald D Smith presents a step by step unfolding of the strategic campaign process used in public relations practice Drawing from his experience in professional practice and in the classroom Smith walks readers through the critical steps for the formative research strategic and tactical planning and plan evaluation phases of the process Offering clear explanations relevant examples and practical exercises this text identifies and discusses the decision points and options in the development of a communication program The cases and examples included here explore classic public relations situations as well as current timely events This third edition includes expanded discussions of ethics diversity and technology integrated throughout the text and has a new appendix addressing media training for clients As a classroom text or a resource for professional practice this volume provides a model that can be adapted to fit specific circumstances and used to improve effectiveness and creativity in communication planning It serves as an accessible and understandable guide to field tested procedures offering practical insights that apply to public relations campaigns and case studies coursework

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