Advertising: A Very Short Introduction

Winston Fletcher

Advertising: A Very Short Introduction dispels the myths surrounding the advertising industry. Advertising is a diverse entity, and campaigns work (or fail to work) in a plethora of ways. How does the advertising industry work? What part do all the key players (the advertisers, the media, and the agencies) play? Where does the public sit in the world of advertising? This VSI examines how advertisers determine whether they have been successful, how they know if the money they have spent has been wasted, and what the benefits of advertising are and what the future may hold for the industry.

Branding: A Very Short Introduction

Robert Jones

Branding: A Very Short Introduction discusses the rising omnipresence of brands, and analyses how they work their magic. It considers the incredible potency of brands as a commercial, social, and cultural force, and looks at the many different kinds of brands that exist—from products, services, and artistic properties, to companies, charities, sports clubs, and political parties. Defining what we mean by the word ‘brand’, this VSI explores both the positive and negative aspects of brands. Finally, it considers the business of branding, and asks whether the idea of brands and branding is starting to decline, or whether it has a long future ahead.