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## **The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series)**

*Helen Katz*

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**Helen Katz : The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series):

1 of 2 people found the following review helpful. Enjoyed it!By R. ValentineNeeded for college class - very thorough. Enjoyed it!1 of 2 people found the following review helpful. College classbookBy KhawkCollege class book.0 of 5 people found the following review helpful. Not badBy SumeIt is not that bad, but Chapter 4 and 5 are way too long and kind of boring - pluses and minuses for all media channels. Too localize, really specifically in the US since I am international student, expect to read something boarder.

The Media Handbook provides a practical introduction to the advertising media planning and buying process. Emphasizing basic calculations along with the practical realities of offering alternatives and evaluating the plan, this fifth edition reflects the critical changes in how media is planned, bought, and sold by today's industry professionals. Author Helen Katz looks at the larger marketing, advertising, and media objectives, and follows with an exploration of major media categories, including digital media. She provides a comprehensive analysis of planning and buying, with a continued focus on how those tactical elements tie back to the strategic aims of the brand and client. Also available is a Companion Website that expands The Media Handbook's content in an online forum. Here, students and instructors can find tools to enhance course studies such as chapter overviews, PowerPoint slides, and sample questions. With its emphasis on real-world industry practice, The Media Handbook provides an essential introduction to students in advertising, media planning, communication, and marketing. It serves as an indispensable reference for anyone pursuing a career in media planning, buying, and research.

About the AuthorHelen Katz is Senior Vice President and Director of Research for Starcom MediaVest Group. She has an extensive professional background in media research and has taught advertising and media planning at Michigan State University and the University of Illinois.