

CONTENTS

Foreword vii

Philip Kotler

Introduction ix

Advertising and Media

Bobby J. Calder

Northwestern University

Chapter 1

Media Engagement and Advertising Effectiveness 1

Bobby J. Calder and Edward C. Malthouse

Northwestern University

. . . linking advertising and media

Chapter 2

Making TV a Two-Way Street: Changing Viewer Engagement through

Interaction 37

Michael Schreiber

NBC Universal

. . . interactive television and the effectiveness of television advertising

Chapter 3

Advertising in the World of New Media 56

Scott Berg

Hewlett Packard

. . . “burn the boats”

Chapter 4

Reinvention of TV Advertising 84

Claudio Marcus

Visible World

. . . technology changes everything

Chapter 5

Developments in Audience Measurement and Research 123

*James Webster**Northwestern University*

. . . what's new in keeping score

Chapter 6

Rethinking Message Strategies: The Difference between Thin and Thick

Slicing 139

*Angela Lee**Northwestern University*

. . . advertising and the unconscious

Chapter 7Managing the Unthinkable: What to Do When a Scandal Hits Your
Brand 159*Michelle Roehm and Alice M. Tybout**Wake Forest University and Northwestern University*

. . . what to do when scandal hits your brand

Chapter 8

Managing Public Reputation 173

*Daniel Diermeier**Northwestern University*

. . . the challenge and the opportunity of uncontrolled media

Chapter 9

The Contribution of Public Relations in the Future 196

*Clarke Caywood**Northwestern University*

. . . corporate communications as a medium

Chapter 10Using *THREE I* Media in Business-to-Business Marketing 208*James Newcomb**Boeing*

. . . it's not your father's trade show

CONTENTS

v

Chapter 11

Communicating *with* Customers 226

Charles Spinosa, David Le Brocquy, and Bobby J. Calder
Vision Consulting and Northwestern University

. . . committing the company to your advertising

Chapter 12

Changing the Company 254

Julie Roehm
Backslash Meta, LLC

. . . innovative marketing depends on organizational change

Chapter 13

The Integration of Advertising and Media Content: Ethical and Practical
Considerations 266

Richard Kolsky and Bobby J. Calder
Northwestern University

. . . the endgame to the integration of advertising and media content

About the Contributors 282

Index 285

<http://www.pbookshop.com>

<http://www.pbookshop.com>