Preface

The constantly changing landscape of advertising and branding makes it challenging for experts and practitioners to stay informed of the field’s most up-to-date research. That is why the Business Science Reference imprint of IGI Global is pleased to offer this three-volume reference collection that will empower students, researchers, and academicians with a strong understanding of these critical issues within organization marketing by providing both broad and detailed perspectives on cutting-edge theories and developments. This reference is designed to act as a single reference source on conceptual, methodological, technical, and managerial issues, as well as to provide insight into emerging trends and future opportunities within the discipline.

Advertising and Branding: Concepts, Methodologies, Tools, and Applications is organized into eight distinct sections that provide comprehensive coverage of important topics. The sections are:

1. Fundamental Concepts and Theories
2. Development and Design Methodologies
3. Tools and Technologies
4. Utilization and Application
5. Organizational and Social Implications
6. Managerial Impact
7. Emerging Trends

The following paragraphs provide a summary of what to expect from this invaluable reference tool.

Section 1, “Fundamental Concepts and Theories,” serves as a foundation for this extensive reference tool by addressing crucial theories essential to the understanding of advertising and branding, two important elements of your marketing plans. Introducing the book are chapters that will offer a solid foundation of various perspectives for laying the groundwork for the basic concepts and theories that will be discussed throughout the rest of the book. Section 1 includes six conceptual chapters to consider before delving into the various key components of advertising and branding presented in this reference.

Section 2, “Development and Design Methodologies,” presents in-depth coverage of the conceptual design and architecture of advertising and branding. Opening the section are chapters of various perspectives on behavioral issues, including the lead chapter, “Behavioural Targeting in the Mobile Ecosystem.” With behavioral issues being an integral element of advertising and branding, you’ll find an excellent selection of chapters for a well-rounded exposure to frameworks and architectures that you may consider when formulating advertising and branding strategies.
Section 3, “Tools and Technologies,” presents extensive coverage of the various tools and technologies used in the implementation of advertising and branding. Section 3 begins where Section 2 left off, though this section describes more concrete tools at play in the modeling, planning, and applications of advertising and branding. The first chapter, “Six Factors That Determine the Conceptualization of Persuasive Strategies for Advergames,” is a case study that presents factors to use when conceptualizing strategies for your plan, and lays the basis for the types of works that can be found in this section. The section concludes with “Branding as a Tool for CSR,” which explores core elements of building a brand within your organization.

Whereas Section 3 described specific tools and technologies at the disposal of practitioners, the next section describes the use and applications of the tools and frameworks discussed in the previous sections. Section 4, “Utilization and Application,” describes how the broad range of advertising and branding efforts has been utilized and offers insight onto important lessons for their applications and impact. The first chapter in the section is titled “Stakeholder Interaction for Sustainability: The Impact of Social Media on Nigeria’s Oil and Gas Industry.” It investigates the importance of effective communication using new media. This section includes the widest range of topics because it describes case studies, research, methodologies, frameworks, architectures, theory, analysis, and guides for implementation. The breadth of topics covered in the section is also reflected in the diversity of its authors, from countries all over the globe.

Section 5, “Organizational and Social Implications,” includes a wide range of research pertaining to the social and organizational impact of advertising and branding to consumers around the world. The section begins with “Self-Expressiveness as Consumers’ Motivation to Share Online Video Advertisements in Jakarta” to introduce how the perception of advertising and branding directly affects individuals and their willingness to share their perceptions with others. Chapters in this section will delve into theoretical approaches and offer alternatives to crucial questions on the subject of advertising and branding.

Section 6, “Managerial Impact,” presents contemporary coverage of the implications of advertising and branding specifically related to the corporate and managerial utilization of information technologies and applications, and how these technologies can be facilitated within organizations. Core ideas such as problem solving and value measurement in modern organizations are discussed in these chapters.

Section 7, “ Emerging Trends,” highlights areas for future research within the field of advertising and branding, opening with “New Approaches to Regional Branding Through Green Production and Utilization of Existing Natural Advantages,” which looks at ways to increase the effectiveness of natural management in creating branding and leads to increased sustainability and employment opportunities. This section contains chapters that look at what might happen in the coming years that can extend the already staggering amount of applications for advertising and branding.
Although the primary organization of the contents in this multi-volume work is based on its eight sections, offering a progression of coverage of the important concepts, methodologies, technologies, applications, social issues, and management impacts, the reader can also identify specific contents by utilizing the extensive indexing system listed at the end of each volume. As a comprehensive collection of research on the latest findings related to using technology to providing various services, Advertising and Branding: Concepts, Methodologies, Tools, and Applications provides researchers, administrators, and all audiences with a complete understanding of the development of applications and concepts in advertising and branding. Given the vast number of issues concerning usage, failure, success, policies, strategies, and applications of advertising and branding in countries around the world, Advertising and Branding: Concepts, Methodologies, Tools, and Applications addresses the demand for a resource that encompasses the most pertinent research in technologies being employed to globally bolster the knowledge and applications of advertising and branding.