



Media Planning & Buying in the 21st Century: Second Edition

Mr Ronald D. Geskey Sr.

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Want a job in advertising? Well, the marketing and media revolution continues unabated! Advertising media planning also continues in its transition to integrated marketing communications.

Media Planning & Buying in the 21st Century is the most comprehensive, up to date, and easy to read media book available.

Introducing the Second Edition (January 2013) of Media Planning & Buying in the 21st Century! Written for college students and early career professionals, the book is a how to media planning & buying textbook and reference.

The second edition is updated with new industry trends for marketing and markets, traditional and digital media, including internet marketing, social media and a whole new chapter on Media Sales, a major source of ad jobs.

Says *Lou Schultz*, a one-man media think tank and former CEO of Interpublic's Initiative Media:

“Ron’s book is a remarkable effort to support the way academia must evolve if it is to keep pace with business practices. It is difficult to write an introductory book on any subject, let alone media, without becoming entangled in the tapestry and constraints of history. I think Ron has succeeded. He has changed the framework of the discussion from what I would call pigeonhole thinking to an ecumenical presentation of how the future will shape the perception and use of advertising and media in the 21st Century.”

The book's 560 pages provides instructor's with a lot of content and flexibility in designing classes. The contents include:

- Welcome to the Future
- The business of media
- The 21st century revolution in marketing, markets & media
- Media math review
- Audience concepts (all media)
- Understanding media costs
- Media Impact
- Media in marketing
- Communications roles
- Target market priorities
- Geographic strategies
- Timing strategies
- The tools of IMC
- Traditional media
- Internet marketing
- Social media marketing
- Building the media plan
- Media buying negotiations

- Buying broadcast media
- Buying print media
- Buying online media
- Guerrilla media buying
- Media sales
- The future

Instructor Flexibility

Because the book is a hefty 550+ pages (a workbook and reference are also available) it gives profs the flexibility to emphasize the content that THEY judge to be most important for their students—whether all material or emphasizing planning, buying, selling, or new media. Instructors can also supplement the text with a learn by doing workbook and a media reference which includes real world media costs.

Why did I Write this Book?

This book was written because there is not a really good media book available (my opinion). One fairly popular book caused my students to ask, "Where's the beef?" Another is so boring and disorganized that students are unable to comprehend the content. All are out of date. In the age of new media, some authors have almost forgotten that media is primarily a marketing discipline. Other books barely mention media buying which is at least half the importance of the function. None give a paragraph to IMC or integration. So here's why I decided to write my own book!

Media is a creative, strategic marketing discipline, and should be presented that way. We are in an exciting period with change all around us. We are in the midst of a 21st century revolution, but no authors seem to have noted that fact, other than the digital revolution.

Current books are not comprehensive, e.g., barely mentioning the discipline of MEDIA BUYING which is at least half of the importance of the media function and and have somehow lost their marketing focus.

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Frances Smith:

Have you spare time for the day? What do you do when you have more or little spare time? Yep, you can choose the suitable activity for spend your time. Any person spent all their spare time to take a stroll, shopping, or went to typically the Mall. How about open or even read a book called Media Planning & Buying in the 21st Century: Second Edition? Maybe it is to get best activity for you. You know beside you can spend your time with the favorite's book, you can more intelligent than before. Do you agree with their opinion or you have various other opinion?

David Rivera:

This Media Planning & Buying in the 21st Century: Second Edition book is absolutely not ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book is definitely information inside this e-book incredible fresh, you will get details which is getting deeper you read a lot of information you will get. This specific Media Planning & Buying in the 21st Century: Second Edition without we realize teach the one who reading it become critical in contemplating and analyzing. Don't be worry Media Planning & Buying in the 21st Century: Second Edition can bring whenever you are and not make your handbag space or bookshelves' turn into full because you can have it with your lovely laptop even phone. This Media Planning & Buying in the 21st Century: Second Edition having great arrangement in word along with layout, so you will not experience uninterested in reading.

Frances Sitz:

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Oscar Jackson:

Is it you who having spare time in that case spend it whole day through watching television programs or just lying on the bed? Do you need something totally new? This Media Planning & Buying in the 21st Century: Second Edition can be the answer, oh how comes? A fresh book you know. You are thus out of date, spending your spare time by reading in this brand-new era is common not a nerd activity. So what these books have than the others?

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