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# The New Advertising [2 volumes]: Branding, Content, and Consumer Relationships in the Data-Driven Social Media Era

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The era of "big data" has revolutionized many industries?including advertising. This is a valuable resource that supplies current, authoritative, and inspiring information about?and examples of?current and forward-looking theories and practices in advertising.

- Provides easy-to-read, accessible insights from both academic and industry experts that create frameworks for thinking about how to effectively connect with consumers today
- Examines how modern advertising works within our digitally focused, always-on-the-go society

Enables readers to understand how advertising and marketing has progressed to reach its current state as well as the many options available for connecting with and engaging consumers today and tomorrow

- Includes chapters written by luminaries ranging from Don E. Schultz, considered by most to be the father of integrated marketing communications, to Rishad Tobaccowala, chief strategist of Publicis Group and member of its Directoire+, one of the industry's leading visionaries

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