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"The Fall of Advertising and the Rise of PR," the 2002 offering from marketing experts Al and Laura Ries, is not a bad book for young entrepreneurs looking for simple advice on

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promoting a startup. As a serious business text, it falls far short. The Rieses promise a new angle on their tried-and-true formula.

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the big bang approach advocated by advertising people should be abandoned in favor of a slow build-up by PR; advertising

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Using in-depth case histories of successful PR campaigns coupled

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with those of
unsuccessful
advertising campaigns,
The Fall of Advertising
provides valuable ideas
for marketers -- all the
while demonstrating
why advertising lacks
credibility, the crucial
ingredient in brand
building, and how only
PR can supply that
credibility;

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The must-read
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This complete
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none of the recent
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The Fall of Advertising and the Rise of PR ...

Al Ries' best selling book, The Fall of Advertising and the Rise of PR, shook the advertising industry to the bone. The advertising world was outraged. When Ries argued that advertising just wasn't working any more, he had struck a nerve. Advertising was simply not changing

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with the times. Half a decade later, things have come full circle. PR is

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the big bang approach advocated by advertising people should be abandoned in favor of a slow build-up by PR; advertising should only be used to maintain brands once they have been established...

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With case histories and a step-by-step plan for creating buzz in the PR era, THE FALL OF

ADVERTISING shows

readers how to: *Give up the cherished big-bang approach in

favour of a slow build-

up *Create a category

*Use PR to

communicate a brand's credentials *Select the

perfect spokesperson

*Roll out a programme

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*Develop a healthy relationship with the media Bold and accessible, THE FALL OF ADVERTISING tells how and why publicity will assume the major role in product launches, with advertising ...

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Literature (Ries & Ries,
2002, Zyman & Brott,
2002, Sachs, 2013)

shows that advertising

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PR has lost credibility and
is ignored by
consumers. Moreover,
technologies like DVR,
TiVo and Internet...

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entrepreneurs looking for simple advice on promoting a startup. As a serious business text, it falls far short.

The Fall of Advertising and the Rise of PR: Amazon.co.uk ...

The Fall of Advertising and The Rise of PR is a great starter for those who have no idea what PR really is and how it differs from advertising. The

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Authors use examples we see everyday to show how advertising works, and does not work.

The Fall of Advertising and the Rise of... book by Al Ries

Bold and accessible, The Fall of Advertising is bound to turn the world of marketing upside down.

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Advertising and the Rise of PR by Al Ries and ...

Advertising costs will in most cases fall under sales, general, and administrative (SG&A) expenses on a company's income statement. Most business owners budget for a certain amount of advertising...

Advertising Costs Definition

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Fall of Advertising and
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Relation

terjemahannya adalah
"Matinya Periklanan
dan Bangkitnya Public
Relation." Buku
karangan Al Reis ini
banyak menuai kritikan
daripada pujian karena
isinya yang
kontroversial.

**The Fall of
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A report shows that Netflix viewing takes \$3 to \$6 billion in advertising revenue off the table, evidence that subscriptions are literally killing the advertising model for media companies —
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Advertising | by Bob**
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Newspapers on sale in Rome, Italy, May 2005
The decline of newspapers has been debated, as the industry has faced slumping ad sales, the loss of much classified advertising and precipitous drops in circulation. In recent years, newspapers' weekday circulation fell 7% and Sunday circulation fell 4%, both showing their greatest

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declines since 2010.

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