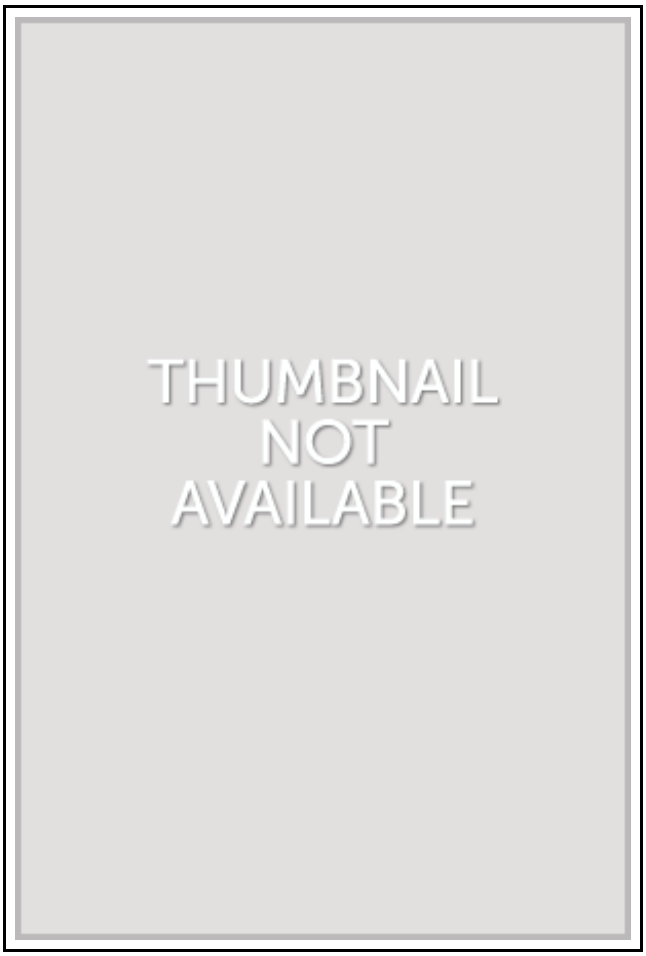
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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Advisor 1: A Descriptive Model of Advertising Budgeting for Industrial Products Companies selling to industrial and business markets face the problem of determining how much to spend for various elements in the marketing mix. Setting budgets for advertising expenditures is especially difficult. This paper reviews the results of the Advisor project, a multi-company study of current practice in setting advertising budgets for industrial products. The motivation for the study is that, since information about advertising s effect on sales is virtually nonexistent for industrial products, managers should tap the collective wisdom of those currently making advertising budgeting decisions. Data on products from a number of large industrial companies have been analyzed to determine those product and market characteristics that affect advertising budgets as well as how those budgets are allocated across media. The study has produced new forms of guidelines for industrial product managers, both for setting the overall advertising budget and for dividing it among media. In addition, new insight into the budgeting process is gained by studying the process in two steps: setting an overall marketing budget and determining advertising s percentage of that budget. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections successfully; any imperfections that remain are intentionally left to...

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