

The Communications Challenge Digital Book Club

Julian Saunders (ed)
2004

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Discovering best practice in channel planning



Authors bring over fifty examples from major marketing and communications companies, drawing a bigger picture of media planning landscape.

Actions

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Resources & Links

The Digital Book Club on DigitalStrategyConsulting.com

About the author

Danny Meadows-Klue has been a commentator on the digital networked industries since 1995. He managed the UK's first online newspaper and has helped run web businesses ranging from mass market portals and consumer magazines, to online stores, search and email services.



Among his industry roles he is the co-founder and former chairman of the UK and European Internet and Interactive Advertising Bureau, and has been lecturing on digital marketing for more than a decade. He set up Digital Strategy Consulting in 2000 to help firms accelerate their businesses through digital networks.

About the Digital Book Club series

In times of huge economic and social change, knowledge becomes a critical success factor. We created the Digital Book Club reviews to bring you closer to the people and ideas shaping the digital networked economy. They are short reviews of texts we'd recommend, and are published monthly. We also publish similar Digital Thought Leadership interviews and Digital Insight Reports to accompany our own talks and training workshops. Knowledge and training can unlock the potential of your team.

Media neutral planning

This new book brings together a number of experts in marketing communications to look at best practice in media neutral planning. The Communications Challenge addresses itself to the 'how to' question in the development of marketing communications in a changing media and technology environment. Subtitled 'a practical guide to media neutral planning', the book lives up to its name by being packed with case histories and examples of research and working methods. In it, a picture emerges of innovation, new practices and methods as well as the updating of established thinking. Its authors come from a variety of backgrounds including agency management, marketing, account planning, media planning, digital planning, data planning, CRM, and research. The book is structured so that it takes the reader on a journey through the different stages that are involved in media neutral planning:

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Making sense of a digital world

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