

Sales Promotion Essentials : The 10 Basic Sales Promotion Techniques... and How to Use Them

By Don Schultz

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This new edition offers students a solid foundation in sales promotion basics by explaining 10 basic techniques.

- * Gets students involved by having them create hypothetical promotions based on models of success. * Provides real-life examples to stimulate classroom discussion as students examine and debate real cases. * Discusses the newest innovations in the field.

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Editorial Review

About the Author

Don E. Schultz is Professor of Advertising and Integrated Marketing Communications at the Medill School of Journalism, Northwestern University, where he and his associates have pioneered the country's first graduate program in Integrated Marketing Communications. He is also President of his own marketing communications and management firm, Agora, Inc., Evanston, Illinois.

Before joining Northwestern in 1977, Schultz was Senior Vice President of Tracy Locke Advertising and Public Relations in Dallas. He has consulted, lectured and held seminars on marketing, marketing communications, advertising, sales promotion, direct marketing and creative strategy in the United States, Europe, South America and Asia.

Schultz is Editor, Journal of Direct Marketing, Director of the Promotion Marketing Association of America, and the first recipient of the Direct Marketing Educator of the Year Award, presented by the Direct Marketing Educational Foundation.

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