



Engaging Consumers through Branded Entertainment and Convergent Media

By Jose Marti Parreno

Download now

Read Online ➔

Engaging Consumers through Branded Entertainment and Convergent Media By Jose Marti Parreno

Branded entertainment is gaining popularity within marketing communications strategies. Blurring the lines between advertisements and editorial content, branded marketing provides advertisers and consumers with highly engaging media content that benefits them both.

Engaging Consumers through Branded Entertainment and Convergent Media provides an interdisciplinary approach to connecting with the consumer through branding strategies in the entertainment and media fields. Featuring information regarding emergent research and techniques, this publication is a critical reference source for academics, university teachers, researchers and post-graduate students, as well as universities, advertising agencies, marketing directors, brand managers, and professionals interested in the usage and benefits of branded entertainment.

↓ [Download Engaging Consumers through Branded Entertainment a ...pdf](#)

📄 [Read Online Engaging Consumers through Branded Entertainment ...pdf](#)

Engaging Consumers through Branded Entertainment and Convergent Media

By Jose Marti Parreno

Engaging Consumers through Branded Entertainment and Convergent Media By Jose Marti Parreno

Branded entertainment is gaining popularity within marketing communications strategies. Blurring the lines between advertisements and editorial content, branded marketing provides advertisers and consumers with highly engaging media content that benefits them both.

Engaging Consumers through Branded Entertainment and Convergent Media provides an interdisciplinary approach to connecting with the consumer through branding strategies in the entertainment and media fields. Featuring information regarding emergent research and techniques, this publication is a critical reference source for academics, university teachers, researchers and post-graduate students, as well as universities, advertising agencies, marketing directors, brand managers, and professionals interested in the usage and benefits of branded entertainment.

Engaging Consumers through Branded Entertainment and Convergent Media By Jose Marti Parreno
Bibliography

- Sales Rank: #6053786 in Books
- Published on: 2015-04-30
- Original language: English
- Number of items: 1
- Dimensions: 11.02" h x .88" w x 8.50" l, 2.45 pounds
- Binding: Hardcover
- 354 pages

 [Download Engaging Consumers through Branded Entertainment a ...pdf](#)

 [Read Online Engaging Consumers through Branded Entertainment ...pdf](#)

Editorial Review

About the Author

Jose Marti-Parreño (PhD, Polytechnic University of Valencia, Spain) is Associate Professor in the Department of Business, Faculty of Social Sciences, Universidad Europea de Valencia. His main research areas include consumer behavior, marketing communications (hybrid messages such as product placement, branded entertainment, and advergames), digital marketing, mobile marketing, and social networking sites. His research has been published in refereed journals such as *Industrial Management & Data Systems*, *Online Information Review*, *International Journal of Mobile Communications*, and *Journal of Brand Management*. He has authored and co-authored seven books on marketing including *Engagement Marketing* (Financial Times/Prentice Hall, 2008). He serves as a reviewer in several international journals including *Journal of Product & Brand Management* and *Industrial Management & Data Systems*. He has been awarded in research (marketing) by the INBAM (International Network of Business and Management Journals). His teaching abroad experience includes teaching seminars in the USA, United Kingdom, Finland, Germany, and The Netherlands.

Carla Ruiz Mafe (Ph.D. University of Valencia, Spain) is an Associate Professor in the Department of Marketing, Faculty of Economics, University of Valencia. She has been visiting scholar at University of North Carolina-Wilmington (USA) and Glasgow University (UK). Her primary research interests include e-commerce, mobile marketing, branded entertainment, interactive marketing, and consumer behavior.

Users Review

From reader reviews:

Lee Durfee:

Here thing why this specific Engaging Consumers through Branded Entertainment and Convergent Media are different and dependable to be yours. First of all reading through a book is good but it depends in the content of the usb ports which is the content is as scrumptious as food or not. Engaging Consumers through Branded Entertainment and Convergent Media giving you information deeper as different ways, you can find any reserve out there but there is no publication that similar with Engaging Consumers through Branded Entertainment and Convergent Media. It gives you thrill reading journey, its open up your own eyes about the thing that happened in the world which is possibly can be happened around you. It is possible to bring everywhere like in playground, café, or even in your way home by train. Should you be having difficulties in bringing the published book maybe the form of Engaging Consumers through Branded Entertainment and Convergent Media in e-book can be your alternative.

Jennifer Jones:

Nowadays reading books be than want or need but also get a life style. This reading behavior give you lot of advantages. The benefits you got of course the knowledge the rest of the information inside the book that improve your knowledge and information. The information you get based on what kind of reserve you read, if you want have more knowledge just go with education books but if you want really feel happy read one together with theme for entertaining for instance comic or novel. The Engaging Consumers through Branded

Entertainment and Convergent Media is kind of reserve which is giving the reader unforeseen experience.

Patricia Steele:

The book Engaging Consumers through Branded Entertainment and Convergent Media has a lot of information on it. So when you check out this book you can get a lot of benefit. The book was authored by the very famous author. Tom makes some research before write this book. This book very easy to read you can find the point easily after scanning this book.

Leon King:

Playing with family within a park, coming to see the coastal world or hanging out with buddies is thing that usually you have done when you have spare time, after that why you don't try point that really opposite from that. Just one activity that make you not feeling tired but still relaxing, trilling like on roller coaster you are ride on and with addition of information. Even you love Engaging Consumers through Branded Entertainment and Convergent Media, you could enjoy both. It is very good combination right, you still wish to miss it? What kind of hang-out type is it? Oh come on its mind hangout guys. What? Still don't have it, oh come on its identified as reading friends.

**Download and Read Online Engaging Consumers through Branded Entertainment and Convergent Media By Jose Marti Parreno
#SOB4JN5PTC6**

Read Engaging Consumers through Branded Entertainment and Convergent Media By Jose Marti Parreno for online ebook

Engaging Consumers through Branded Entertainment and Convergent Media By Jose Marti Parreno Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Engaging Consumers through Branded Entertainment and Convergent Media By Jose Marti Parreno books to read online.

Online Engaging Consumers through Branded Entertainment and Convergent Media By Jose Marti Parreno ebook PDF download

Engaging Consumers through Branded Entertainment and Convergent Media By Jose Marti Parreno Doc

Engaging Consumers through Branded Entertainment and Convergent Media By Jose Marti Parreno Mobipocket

Engaging Consumers through Branded Entertainment and Convergent Media By Jose Marti Parreno EPub

SOB4JN5PTC6: Engaging Consumers through Branded Entertainment and Convergent Media By Jose Marti Parreno