



Engaging Consumers through Branded Entertainment and Convergent Media

By Jose Marti Parreno

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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.

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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 advergaming), 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.

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