

[DOWNLOAD](#)

## Conflict Policy and Advertising Agency-Client Relations (Paperback)

By Alvin J. Silk

Now Publishers Inc, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book. Despite its history as a contentious issue in agency-client relations, conflicts of interest remain a relatively undeveloped topic in both the professional and academic literature on advertising and marketing. As a step toward the development of a deeper understanding of the state of contemporary practices relating to conflict norms, Conflict Policy and Advertising Agency-Client Relations surveys and integrates three somewhat disparate bodies of relevant material that are available. First, an examination of the history of the advertising industry in the U.S. and Japan serves to inform our understanding of the development and functioning of the principal contending policy options: the exclusivity norm and the split account system, respectively. Second, analysis of press accounts of specific conflicts and policy guidelines issued by trade associations illustrates how the re-structuring of the U.S. advertising industry over the past three decades has affected potential threats of conflicts and means for addressing them. Third, a handful of theoretical and empirical studies are available that offer valuable insights into the issues and controversies surrounding conflicts that have been raised in the trade literature. After the introduction, Section 2 outlines a conceptual...



[READ ONLINE](#)

[ 1.06 MB ]

### Reviews

*Here is the very best book i have study until now. It is rally fascinating throug looking at period of time. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Dr. Blaze Runolfsson IV**

*A really awesome pdf with lucid and perfect information. It is loaded with wisdom and knowledge I am just effortlessly could get a satisfaction of reading a composed book.*

-- **Claudine Jerde**