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CENTURY: SECOND EDITION BY MR  
RONALD D. GESKEY SR.**



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# Media Planning & Buying in the 21st Century

- Second Edition -



Ronald D. Geskey

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## About the Author

Ronald D. Geskey Sr. has 30 years of senior level media and account management experience at major agencies like Leo Burnett, D'Arcy, and Campbell Ewald working with major brands like Chevrolet, 3M, Keebler Cookies & Crackers, KFC, Union Carbide, Green Giant, and American Hoist & Derrick.

Ron has a masters degree in mass communications and executive programs at Wharton School of Business, Northwestern and Michigan State University.

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Want a job in advertising? Well, the marketing and media revolution continues unabated! Advertising media planning also continues in its transition to integrated marketing communications.

Media Planning & Buying in the 21st Century is the most comprehensive, up to date, and easy to read media book available.

Introducing the Second Edition (January 2013) of Media Planning & Buying in the 21st Century! Written for college students and early career professionals, the book is a how to media planning & buying textbook and reference.

The second edition is updated with new industry trends for marketing and markets, traditional and digital media, including internet marketing, social media and a whole new chapter on Media Sales, a major source of ad jobs.

Says Lou Schultz, a one-man media think tank and former CEO of Interpublic's Initiative Media:

“Ron’s book is a remarkable effort to support the way academia must evolve if it is to keep pace with business practices. It is difficult to write an introductory book on any subject, let alone media, without becoming entangled in the tapestry and constraints of history. I think Ron has succeeded. He has changed the framework of the discussion from what I would call pigeonhole thinking to an ecumenical presentation of how the future will shape the perception and use of advertising and media in the 21st Century.”

The book's 560 pages provides instructor's with a lot of content and flexibility in designing classes. The contents include:

- Welcome to the Future
- The business of media
- The 21st century revolution in marketing, markets & media
- Media math review
- Audience concepts (all media)
- Understanding media costs
- Media Impact
- Media in marketing
- Communications roles
- Target market priorities
- Geographic strategies
- Timing strategies
- The tools of IMC
- Traditional media
- Internet marketing

- Social media marketing
- Building the media plan
- Media buying negotiations
- Buying broadcast media
- Buying print media
- Buying online media
- Guerrilla media buying
- Media sales
- The future

### Instructor Flexibility

Because the book is a hefty 550+ pages ( a workbook and reference are also available) it gives profs the flexibility to emphasize the content that THEY judge to be most important for their students—whether all material or emphasizing planning, buying, selling, or new media. Instructors can also supplement the text with a learn by doing workbook and a media reference which includes real world media costs.

### Why did I Write this Book?

This book was written because there is not a really good media book available (my opinion). One fairly popular book caused my students to ask, "Where's the beef?" Another is so boring and disorganized that students are unable to comprehend the content. All are out of date. In the age of new media, some authors have almost forgotten that media is primarily a marketing discipline. Other books barely mention media buying which is at least half the importance of the function. None give a paragraph to IMC or integration. So here's why I decided to write my own book!

Media is a creative, strategic marketing discipline, and should be presented that way. We are in an exciting period with change all around us. We are in the midst of a 21st century revolution, but no authors seem to have noted that fact, other than the digital revolution.

Current books are not comprehensive, e.g., barely mentioning the discipline of MEDIA BUYING which is at least half of the importance of the media function and and have somehow lost their marketing focus.

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### About the Author

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Ron has a masters degree in mass communications and executive programs at Wharton School of Business, Northwestern and Michigan State University.

## Most helpful customer reviews

1 of 2 people found the following review helpful.

Awesome media textbook

By Amazon Customer

Very thorough textbook on media planning and buying. Professors should enjoy this book because it provides enough information for them to structure their course in a variety of different ways, or even use it for multiple courses. There is also a workbook available for this book as well so professors can easily assign homework assignments that are made to accompany the readings in this book.

I liked this book because it is up to date and includes examples and information using some of today's most popular companies. All of the information in this book is designed to educate students about the future of media, and it covers what is happening with media now such as the decline of newspapers and the rise of devices that allow you to skip commercials. There is a "target audience" section which covers how to best reach your target audience based on which generation they are from and provides information on the Baby Boomer generation, Generation X, Generation Y, and the newest group generation Z which will become even more of a target audience for many college students now by the time they graduate.

Students will find that this textbook is easier to read than many other textbooks and includes several helpful graphs and charts. There is a section on job opportunities which is very helpful for any students that are seriously interested in pursuing a career in media. Each chapter in the book is divided up into several smaller subsections which makes the book easier to read and understand. There is also a chapter summary at the end of each chapter which provides a short break down of the main points covered in the chapter which is perfect for reviewing before a test or quiz.

1 of 2 people found the following review helpful.

Informative and comprehensive

By Lucidity

I teach many advertising and marketing related courses at my local college, it seems now that the biggest and most important topic I need to teach to my students are the newer forms and techniques related to media buying and how to efficiently plan a campaign. I have been searching for some quality books and information to read with the class and up until I came across this book I really wasn't having much luck finding anything sufficient enough for their high standard of learning. After reading just a few chapters of this book I knew that this was exactly what I have been looking for, the material will be perfect for the class due to it being very informative and detailed, but also written in a way that is easy to understand and learn from. Perfect for my students.

This is definitely going to be the book of the year in regards to what my class is going to emphasis in their studies, I read through the book myself to make some notes and prioritize what I was going to teach first and I literally didn't see any out of date or useless information, I am quite impressed because usually I have to trim unneeded parts and it can become quite tedious. The book is definitely the most comprehensive and educational media planning book that I have ever came across. I am looking forward to finishing the book with the class.

1 of 2 people found the following review helpful.

Comprehensive and Relevant

By Sue

As a 25+ year media professional and an adjunct professor teaching Strategic Media Planning, I was thrilled to find a text and workbook that looks at media as it stands currently and discusses it in a real world way. I have adopted this text, workbook and thumbnail planner for my classes and look forward to engaging the

students with this information. It's been difficult to find a text that talks about digital and alternative media and also careers in the media field. This text covers everything and then more, while making even the dreaded Media Math interesting and interactive.

For students considering a career in advertising or media, this is a text and workbook that should definitely be put on the shelf for future reference.

[See all 13 customer reviews...](#)



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