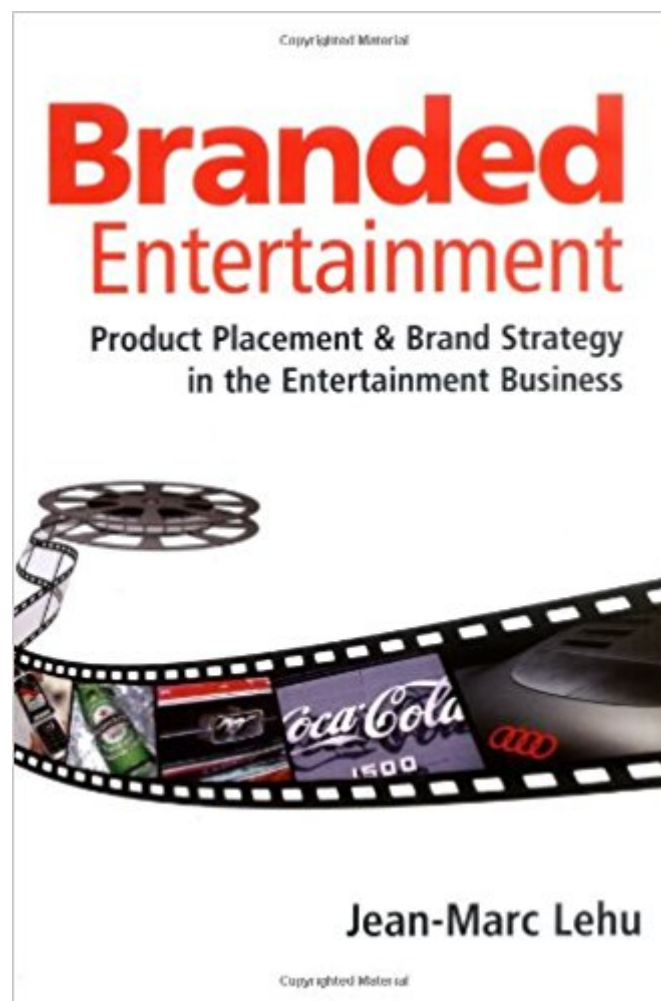




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Branded Entertainment: Product Placement & Brand Strategy In The Entertainment Business



Synopsis

Branded Entertainment explains how product placement, a long-time phenomenon in films, has gone beyond this to now embrace all media. Citing examples from film, music videos, and computer games, the author explains the history and development of product placement, advantages of this form of brand advertising, and methods employed by different brands. Most importantly, Branded Entertainment discusses the future possibilities for using this form of promotion to recreate an emotional connection with customers and to spread the message across multimedia channels.

Book Information

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Customer Reviews

"Branded Entertainment by Jean-Marc Lehu is the most comprehensive portrayal of events that surrounded the evolution of product placement -- a must read basic tool for anyone who is involved with the media industry." - Frank Zazza, CEO of iTVX

Jean-Marc Lehu is Associate Marketing Professor at Panthéon Sorbonne University in Paris, France. He is also a consultant in marketing and communications and conducts research on customer loyalty and brand management. He is the author of Brand Rejuvenation (2006, Kogan Page) and Branded Entertainment (2007, Kogan Page).

the memory righter is pretty neat

I don't like to write bad reviews, but I can't recommend this book. I give it two stars simply because I didn't finish it and don't know what I missed. I started and for 20 months I ran a company in the product placement industry. I bought this book six months into the experience, and I found it so pedantic that I couldn't finish it. Part of the problem is that the language is a bit convoluted -- and feels like a poor quality translation from another language. The closest book by topic that I can recommend is Madison and Vine (<http://www..com/gp/product/0071462163>). Madison and Vine speaks in broad strokes about industry trends, but doesn't really have an insider perspective. Madison and Vine is not a heavily polished book, and doesn't appear to have anything close to the level of research and knowledge behind that this book does, but I gained more from reading it.

Jean-Marc Lehu has created a comprehensive guide for those responsible for getting their products and brands placed in entertainment media. This book is loaded with examples and ample footnotes and Lehu dives into the details of all the considerations you must keep in mind when managing and negotiating product placements. Those responsible for product placements for their brand will find this book invaluable. Others should be aware that this is *not* a general interest book on the topic as it goes into the mechanics, philosophies and legal considerations for product placements and will likely go into too much detail for the general brander or general interest reader. For those looking to product placements as a way to elevate the stature of their brands this book will likely be dogeared, highlighted and highly valued as it is an excellent book on the topic.--Review by the author of the e-book, "How to Build and Manage Your Brand (in sickness and in health)."

"Branded Entertainment by Jean-Marc Lehu is the most comprehensive portrayal of events that surrounded the evolution of product placement - a must-read basic tool for anyone who is involved with the media industry. - Frank Zazza, CEO of iTVX

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