

[Marketing communication/2015](#)

Author : Lynne Eagle, Stephan Dahl, Barbara Czarnecka, Jenny Lloyd

No. Class: 658.802 EAG m

Deskripsi: This textbook applies a uniquely practical approach to the topic so that, whilst a structured overview of planning, development, implementation and evaluation of marketing communications is in place, the detailed cases made available by the Institute for Practitioners in Advertising (IPA) show how actual challenges faced by professionals in the field were addressed. This book will help you to develop the skills you need to turn theory into the right integrated communication plan, in order to succeed in an increasingly competitive environment.

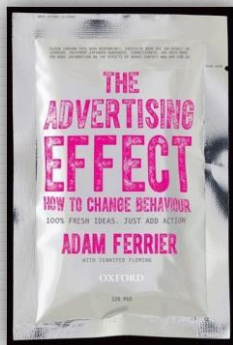


[Copywriting: successful writing for design, advertising and marketing/2012](#)

Author: Mark Shaw

No. Class: 659.1 SHA c

Description: Writing copy is often assumed to be a natural talent. However, there are simple techniques you can employ to craft strong written content with ease. With insightful interviews from leading copywriters, as well as illustrated case studies of major brands, this new, expanded edition teaches the art of writing great copy for digital media, branding, advertising, direct marketing, retailing, catalogs, company magazines, and internal communications.



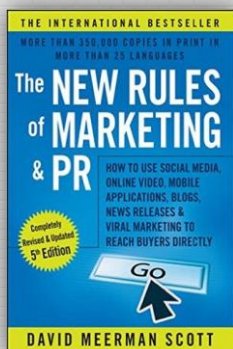
[Advertising effect : how to change behaviour 100% fresh ideas just add action/2014](#)

Author: Adam Ferrier, Jennifer Fleming

No. Class: 659.1 FER a

Description: In The Advertising Effect, respected advertising insider, Adam Ferrier, reveals the ten techniques used by some of the best-known brands across the globe. These techniques are grounded in psychological theory with award winning real world examples and explore how the most effective way to change behaviour is through action rather than the conventional advertising practices (emotional or rational persuasion).

This is the ultimate insider's guide, to the ultimate behaviour change industry - advertising.



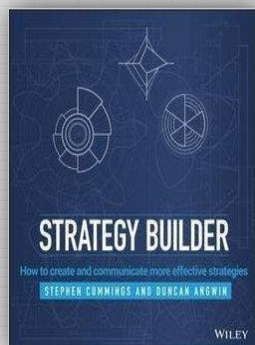
[New rules of marketing & PR : how use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly 5th edition/2015](#)

Author: David Meerman Scott

No. Class: 658.84 SCO n

Description: The benchmark guide to marketing and PR, updated with the latest social media and marketing trends, tools, and real-world examples of success The New Rules of Marketing & PR, 4th Edition is the pioneering guide to the future of marketing, an international bestseller with more than 300,000 copies sold in over 25 languages. It offers a step-by-step action plan for harnessing the power of modern marketing and PR to communicate with buyers directly, raise visibility, and increase sales. It shows how large and small companies, nonprofits, and other organizations can leverage Web-based content to get the right information to the right people at the right time for a fraction of the cost of big-budget campaigns.

KOMUNIKASI



[Strategy builder : how to create and communication more effective strategies/2015](#)

Author: Stephen Cummings, Duncan Angwin

No. Class: 658.401 CUM s

Description: The best way to engage and involve people is through pictures. Strategy Builder shows you how to creatively combine the best strategy frameworks to orient and animate strategy discussion and development in your team. This visual, interactive guide, with illustrations by Visory, uses real world examples and practical tips to help you: Discover the five key foundations that every strategy should be built upon, Draw compelling and unique pictures that capture your organization’s distinct strategies, Develop your skills as a leader of strategy discussions, Understand how to use interactive drawing to engage others and achieve ‘buy in’.

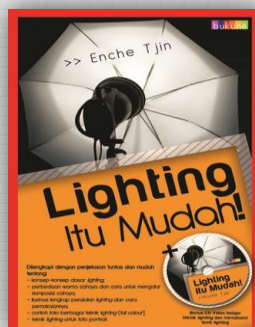


[Jutawan fotografer : cara kaya dari bisnis fotografi/2013](#)

Pengarang: Denaya Images

No. Klas: 770 IMA j

Deskripsi: Buku ini memberikan info apa saja yang dimaksud, tentu yang bisa menjadikan Anda seorang jutawan. Buku ini sangatlah inspiratif. Di tengah menjamurnya hobi fotografi, tentu banyak peluang muncul di dalamnya, dan peluang-peluang tersebut dipaparkan secara menarik, ringan dan jelas, dai dalam buku Jutawan Fotografer ini. Kita diajak untuk membuka mata kita, bahwa sangat banyak celah bisnis yang bisa dijalankan dari hobi fotografi, bagaimana membangun dengan kerja keras dan fokus, sekaligus mencetak jutawan baru dari dunia fotografi.



[Lighting itu mudah/2011](#)

Pengarang: Enche Tjin

No. Klas: 771 TJI I

Deskripsi: Selain eksposur, komposisi, dan momen, pencahayaan / lighting sebuah foto adalah suatu faktor penting dalam menentukan kesuksesan sebuah foto. Pencahayaan yang baik membuat foto terlihat menarik dan mampu menyampaikan suasana suatu peristiwa. Pembahasan konsep lighting idealnya perlu dibahas secara lengkap sehingga tidak membingungkan. Banyak penghobi fotografi merasa lighting rumit dan perlu biaya mahal karena membutuhkan banyak peralatan. Buku ini dirancang untuk membantu fotografer pemula agar bisa memahami dasar-dasar konsep dan teknik Lighting. Dengan adanya buku ini, pembaca terbekali oleh pengetahuan akan prinsip lighting dan teknik-teknik dasar lighting sehingga bisa membuat kreasi yang unik dan membentuk foto yang lain daripada yang sudah ada.