

Advertising Growth Trends

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Date: June 2010

Pages: 240

Price: US\$ 395.00 (Single User License)

ID: AF7AEE52D8FEN

Abstracts

Advertising Growth Trends is published annually, giving information on publicly owned corporations that spend on advertising. The study is ordered by U.S. Department of Commerce SIC (Standard Industrial Classification) and alphabetically by company name within each SIC. Each company's historical information includes: advertising spending for each of the last five calendar years expressed in constant 1990 dollars, the percent of advertising the company expended in relation to the total spending by all companies with the same SIC, inflation adjusted sales for each of the last five years and the percent share of sales over the SIC. The average annual percent change over the five year period in spending, sales and shares are also displayed. Measures of profitability and effectiveness of the company's advertising expenditures are shown along with What If scenarios and Management By Objective values for the next calendar year.

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