



Aspects of Digital Advertising

By Diane Botta

GRIN Verlag GmbH Sep 2014, 2014. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Abstract from the year 2014 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 15, Tongji University, language: English, abstract: A complete literature review comparing the point of view of different authors about digital advertising. According Carlota Perez in her book Technological revolutions and financial capital published in 2002, technological revolutions follow 4 main stages: interruption, frenzy, synergy and maturity. In 2009, Franck Mulhern evaluated the digital technological revolution has beginning its synergy stage. Indeed, the digital technology has proper funding sources to develop itself in the economy. According to the author, the traditional way of advertising was based on the process of delivering message to audiences as large as possible. 12 pp. Englisch.



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