



Advertising and the World Wide Web (Advertising and Consumer Psychology)

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The chapters provide a wide-ranging view of issues addressing how advertisers can proceed on the Internet and World Wide Web. An initial chapter traces the development of Web advertising from its very beginnings as it was represented and discussed in the pages of *Advertising Age*. Although there is a noticeable trend to define Web advertising by comparing it to traditional media, it is clear that Web advertising just won't fit the old mold. Keith Reinhard of DDB Needham actually articulates this linkage between the old and new in his invited chapter.

What the reader will encounter in *Advertising and the World Wide Web* is a solid conception of how Web advertising is different from anything that has come before. There are numerous discussions on consumer and advertiser interactivity, the role of Web advertising within larger campaigns, audience segmentation, and alternative Web-based promotion formats. The five sections cover definition and theory, structure, specific applications, legal issues, and the voice of the practitioner. Although there remain a few nay-sayers concerning the future of Web advertising, the reader will be able to see just how incredibly high-impact this new medium has become and the vast potential that it holds for future promotional endeavors.

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