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Integrated Advertising Promotion And Marketing Communications Kenneth E Clow

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definition of integrated marketing and
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the business world. It champions the importance of integrating all marketing communications and helps you understand how communications are produced and transmitted.

Integrated Advertising, Promotion, and Marketing ...

The carefully integrated approach of this text blends advertising, promotions, and marketing communications together, providing readers with the information they need to understand the process and benefits of successful IMC campaigns.

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This volume takes a broader approach than Advertising or Promotions surveys and gives readers an integrated learning experience by incorporating Internet exercises and a Building an IMC Campaign project, with free Advertising Plan Pro software in every copy. The volume addresses integrated marketing communications, corporate image and brand management, consumer buyer behavior, business-to ...

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Integrated Advertising, Promotion, and Marketing Communications speaks to an evolved definition of integrated marketing and teaches students how to effectively communicate in the business world. It champions the importance of integrating all marketing communications and helps students understand how communications are produced and transmitted.

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how to effectively communicate in the
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Examine advertising and promotions through
the lens of integrated marketing
communications. The carefully integrated
approach of this text blends advertising,
promotions, and marketing communications
together, providing students with the
information they need to understand the
process and benefits of successful IMC
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Most of the organization's marketing
communication program is a well-controlled
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Integrated Marketing Community. Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales

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promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and ...

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