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Marketing Communications
Volume 4
explores: -social media and
websites -advertising -PR
-sponsorship -direct selling
The fifth edition has been
significantly updated to
include the many new forms

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of communication now
available for marketing
professionals. Heralding the
emergence of social media as
a "marketing revolution,"
the book presents the many
varied forms of
communication this offers

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and the opportunities for marketing that more effectively engages with its end-user. With numerous examples and case studies as well as online support material for instructors and students, this textbook will

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guide the user through the
changing face of marketing
communications.

"The authors have the
uncommon knack of taking the
complex and explaining it in
a clear, compelling way. I

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recommend it if you want to learn the principles of strategic communications and get structured suggestions to create better campaigns." Dave Chaffey, Co-founder and Content Director, Smart Insights This book has the

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strongest focus of online
and offline integration of
any marketing communications
textbook. A blended approach
to marketing is in its DNA.
Compared to the competition
that too often uses a bolts-
on approach to integration,

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this book is essential for giving students the precise skills employers will look for - to be able to implement genuinely integrated marketing campaigns. This new, seventh edition combines

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professional and academic expertise to ground big picture theory into real-world case studies, drawing from cutting-edge global companies like Snapchat and Spotify, that will teach students the why behind the

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how. With increased focus on social media and the latest digital technologies, this new edition will teach students: - How AI, the Internet of Things, Big Data, AR/VR and marketing automation can be used

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successfully in campaigns -
The opportunity and risks of
social media - How to
navigate ethical and data
management challenges - How
to use the current preferred
digital marketing tools and
technology Covering the key

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themes of customer engagement, experience and journey, this book will allow students to become truly confident working in an environment of ongoing technological transformation.

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Consumers are constantly inundated with repetitive traditional advertising messages, bombarding their lives, interrupting their TV shows and generally getting in the way. The consumer

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does not feel any real emotional connection with these brands, and if they do buy, it is simply because the brand that shouted the loudest got their attention. This outdated approach to marketing communications is

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dying, and fast. Brands are realising that to secure the lifetime value of their customers by gaining true customer loyalty, they must give something back. The relationships between brands and their target audiences

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are being revolutionized.

Experiential Marketing looks at the new experiential marketing era, which focuses on giving target audiences a fabulous brand-relevant customer experience that adds value to their lives.

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Experiential marketing is made up of live brand experiences - two way communications between consumers and brands, which are designed to bring brand personalities to life. This book demonstrates how

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experiential marketing fits in with the current marketing climate, and how to go about planning, activating and evaluating it for best results. This is essential reading for both advertising and marketing

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practitioners, and marketing
students.
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