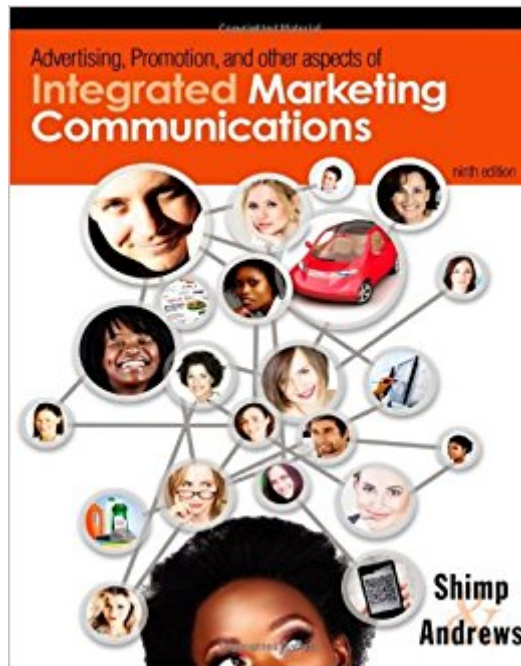


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Advertising Promotion And Other Aspects Of Integrated Marketing Communications



Synopsis

Market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition discusses all aspects of marketing communications, from time-honored methods to the newest developments in the field. Delivering the fundamentals you need, the text focuses on advertising and promotion, including planning, branding, media buying, sales, public relations, and much more. Emerging topics get special attention in this edition, such as the enormous popularity of social media outlets, online and digital practices, viral communications, and personal selling, along with all of their effects on traditional marketing. Revised to make ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition the most current I.M.C. book on the market, chapters address must-know changes to environmental, regulatory, and ethical issues, as well as Marcom insights, place-based applications, privacy, global marketing, and of course, memorable advertising campaigns.

Book Information

Hardcover: 752 pages

Publisher: Cengage Learning; 9 edition (January 16, 2013)

Language: English

ISBN-10: 1111580219

ISBN-13: 978-1111580216

Product Dimensions: 1 x 9 x 11 inches

Shipping Weight: 3.7 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (10 customer reviews)

Best Sellers Rank: #197,357 in Books (See Top 100 in Books) #148 in [Books > Business & Money > Marketing & Sales > Marketing > Direct](#) #223 in [Books > Textbooks > Business & Finance > Marketing](#) #357 in [Books > Business & Money > Marketing & Sales > Advertising](#)

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This is a great book! I have to use it for 6810 Promotions class. The professor love the author and so far he has not disappointed.

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