

Integrated Advertising Promotion And Marketing Communications 6th Edition

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Integrated Advertising, Promotion, and Marketing Communications speaks to an evolved definition of integrated marketing and teaches students (of marketing or otherwise) how to effectively communicate in the business world. This text covers advertising and promotions, but also the role of social media, blogs, mobile messaging, and other marketing tactics.

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

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