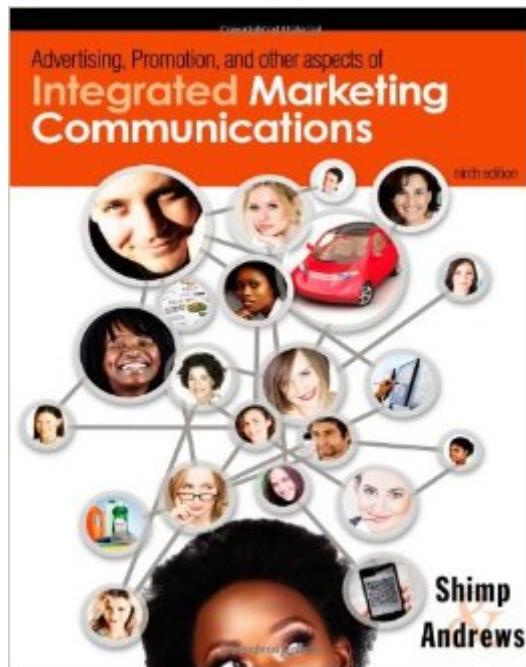


The book was found

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 starsÂ See all reviewsÂ (10 customer reviews)

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

Customer Reviews

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.

Had to have for school.. So it does its purpose. I decided on the ebook over hardback and love it! So much you can do with ebooks

It is the same as the US edition, price is fantastic compared to campus bookstore, I am so glad I found this book!

It arrived in good shape and am currently using for class.

Very good book. And it arrived on time.

[Download to continue reading...](#)

Advertising Promotion and Other Aspects of Integrated Marketing Communications Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition Advertising and Promotion: An Integrated Marketing Communications Perspective, 9th Edition Integrated Advertising, Promotion, and Marketing Communications (7th Edition) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Contemporary Advertising and Integrated Marketing Communications, 14th Edition Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) Advertising and Integrated Brand Promotion (with CourseMate with Ad Age Printed Access Card) Advertising and Integrated Brand Promotion Mobile Marketing: How Mobile Technology is Revolutionizing Marketing, Communications and Advertising Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Health Promotion and Disease Prevention in Clinical Practice (Health Promotion & Disease Prevention in Clin Practice) Health Promotion Throughout the Life Span, 7e (Health Promotion Throughout the Lifespan (Edelman)) Wireless and Mobile Networking: IFIP Joint Conference on Mobile Wireless Communications Networks (MWCN'2008) and Personal Wireless Communications ... in Information and Communication Technology) Error-Correction Coding for Digital Communications (Applications of Communications Theory) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing,

Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs)

[Dmca](#)