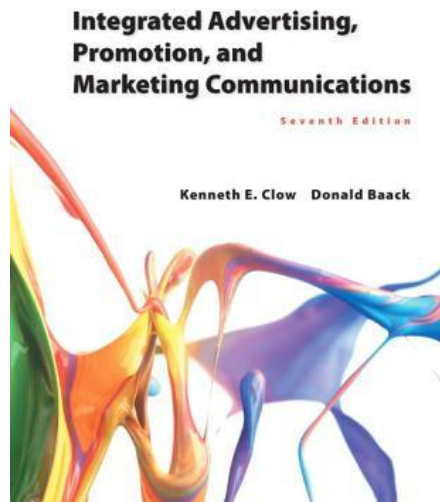




Integrated Advertising, Promotion, and Marketing Communications

Kenneth E. Clow , Donald Baack

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A Modern Guide to Integrated Marketing Communications *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. As marketing has evolved to include more stealth approaches, so has the text. To help students retain ideas, each chapter includes tools that allow them to apply concepts to real-life situations. The new **Seventh Edition** includes end-of-chapter blog exercises; links to articles, videos and social media; and new interviews with advertising professionals. Plus, with MyMarketingLab, students have access to interactive tools to help guide them through the entire promotional process. **Also available with MyMarketingLab** MyMarketingLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.

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From Reader Review Integrated Advertising, Promotion, and Marketing Communications for online ebook

Kavi says

good

Lisa says

Integrated Advertising, Promotion and Marketing Communications was assigned reading for a recent class in Integrating the Marketing Message -- and was an excellent choice by the instructor. The chapters were organized in a way that made sense, particularly for a student like myself who had been away from the classroom for many years. I found the lead-in vignettes, integrated campaigns in action features, and examples of advertisements very helpful in expanding my understanding of the material. The only negative was its price -- a used copy was going for roughly \$140 at the time of my purchase. Still, in retrospect, it was a decent price for such an informative text that I know it will serve well as a reference book for years to come.

Sagar says

kj;

Iuliana-raluca Gheorghe says

Excellent for strategic marketing students. Very handy and approached by a lot of examples...
