

A Primer For Integrated Marketing Communications - Philip Kitchen

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This textbook is the first introductory primer on integrated marketing communications. It combines theory and practice to show students of marketing how different aspects of integrated marketing communications (IMC) work together. Setting the scene in which IMC has emerged, the authors go on to explain each component of the promotional mix and explain the process of functional integration. The text includes key case studies, illustrating to students the practical side of IMC in addition to an introduction to the main theories at work. Words: communications work, kitchen work, work communications, work kitchen Author: Kitchen, Philip Publisher: Routledge Illustration: N Language: ENG Title: A Primer for Integrated Marketing Communications Pages: 00000 (Encrypted PDF) On Sale: 2004-07-08 SKU-13/ISBN: 9780415314206 Category: Business & Economics : Economics - General

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