



Integrated Advertising, Promotion and Marketing Communications (4th Edition)

Kenneth E. Clow, Donald E. Baack

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Clow and Baack examine advertising and promotions through the lens of integrated marketing communications.

Integrated Marketing Communications; Corporate Image and Brand Management; Buyer Behaviors; Promotions Opportunity Analysis; Advertising Management; Advertising Design: Theoretical Frameworks and Types of Appeals; Advertising Design: Message Strategies and Executional; Advertising Media Selection; E-active Marketing; Alternative Marketing; Database and Direct Response Marketing; Sales Promotions; Public Relations and Sponsorship Programs; Regulations and Ethical Concerns; Evaluating an Integrated Marketing Program

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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