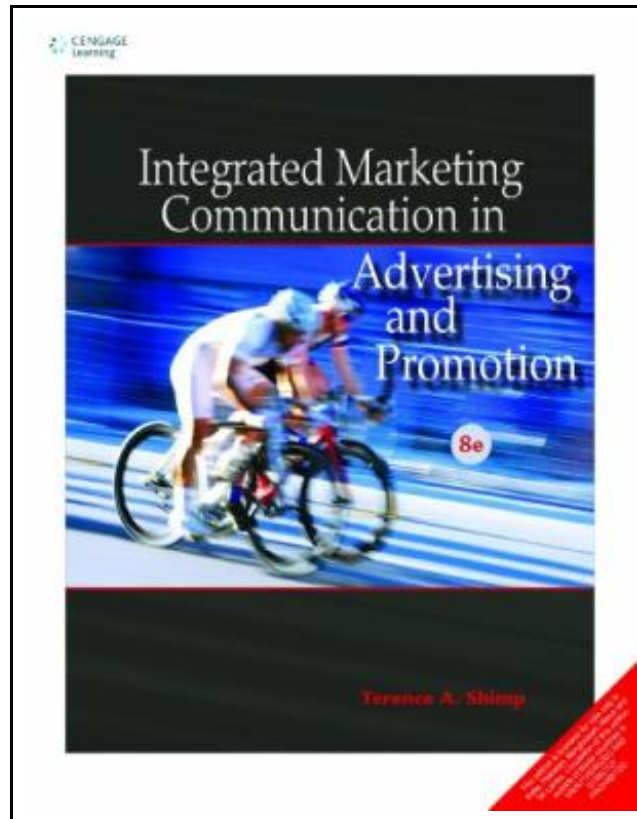


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1. Contemporary Ads: Approximately 90% of the ads are new to this edition. These contemporary ads illustrate concepts and provide examples to the reader of effective advertising as part of a successful IMC campaign.
2. Earlier coverage of new brands (ch. 3).
3. Current coverage of various forms of Internet advertising (ch. 13).
4. New chapter (18) on PR and word-of-mouth management.
5. Expanded coverage of environmental issues regarding global warming and sustainability in a newly-organized ethics chapter (21).
6. Marcom Challenges: Many chapters open with NEW Marcom Challenges, factual anecdotes about real companies that relate to the chapter coverage.
7. Many of the IMC Focus and Global Focus features are new to this edition.
8. Revised Test Bank: Reflecting its importance as one of the critical components of the ancillary package, the Test Bank has been thoroughly revised by Patricia Kennedy of the University of Nebraska, Lincoln, to ensure accuracy and clarity. The Test Bank features a variety of true/false, multiple choice, and essay questions for each chapter.
9. Marcom Insights: Each chapter opens with a factual anecdote about a real company that relates to the coverage within the chapter. Marcom Challenges serve to pique students' interest and set the stage for the chapter ahead by providing examples of advertising strategies for a range of successful products.
10. Global Focus: Global Focus boxes enhance the text's global marketing perspective and spotlight the international impact of and application of IMC campaigns.
11. Comprehensive Ancillary Package: The extensive package includes the Instructor's Manual, completely revised written Test Bank, Computerized Test Bank, market-leading PowerPoint Presentation slides, and an updated Video package. The companion web site, provides valuable resources for both students and instructors.

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