

***Advertising And Promotion An Integrated Marketing
Communications Perspective George E Belch***

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the key marketing activities. In the book titled Advertising and Promotion, An Integrated Marketing Communications Perspective, the authors E. G. Belch (professor at San Diego State University, USA) and M. A. Belch (professor at San Diego State University, USA) explain promotion as a segment of the marketing mix, also deeply

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The changes happening in the world of advertising are leading marketers and their agencies to approach advertising and promotion from an integrated marketing communications (IMC) perspective, which calls for a "big picture" approach to planning marketing and promotion programs and coordinating the various communication functions.

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Shortlisted for the 2009 Australian Educational Publishing Awards. The whole is great than the sum of the parts: this is the most basic premise of integrated marketing communication (IMC). Synergies can be generated if marketing communication is considered as a whole rather than planning advertising, public relations or promotion in isolation.

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NEW to this edition: - A stronger focus on integrated marketing communications and the promotional mix, including PR and personal selling. - Expanded coverage of contemporary topics, including: integrating e-marketing, Web 2.0, mobile advertising, sponsorship, branding, direct marketing, ethics, and social responsibility and regulation.

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Promotion: Integrated Marketing Communication. Integrated Marketing Communication (IMC) involves the idea that a firm's promotional efforts should be coordinated to achieve the best combined effects of the firm's efforts. Resources are allocated to achieve those outcomes that the firm values the most.

Promotion: Integrated Marketing Communication

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