



## Advertising IMC: Principles and Practice, Student Value Edition

By Sandra Moriarty, Nancy Mitchell, William D Wells

Pearson, United States, 2014. Loose-leaf. Book Condition: New. 10th. 277 x 213 mm. Language: English . Brand New Book. For introductory courses in advertising. An accessible, well-written, and student-friendly approach to advertising. Advertising tracks the changes in today's dynamic world of media and marketing communication as well as the implications of these changes to traditional practice and presents them to students through an accessible, well-written approach. The Tenth edition highlights the increasing importance of consumers as the driving force in today's advertising strategies, social media, and the Internet evolution/revolution. It also includes an increased IMC and brand focus. MyMarketingLab for Advertising is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams resulting in better performance in the course and provides educators a dynamic set of tools for gauging individual and class progress. This program will provide a better teaching and learning experience for you and your students. Here's how: Improve Results with MyMarketingLab: MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning. Increased Integrated Marketing Communication (IMC) Focus: The broader focus...



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