

# Advertising And Integrated Marketing Communications

**Author :**Kruti Shah / **Category :**Uncategorized / **Total Pages :** 728 pages

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**Summary :** Free advertising and integrated marketing communications pdf download - one of the best indian textbooks on advertising and integrated marketing communications it is full of facts photos and mini case studies it was a joy to read which is remarkable for a textbook jagdish n sheth charles h kellstadt professor of marketing emory university usa kruti shah s advertising and integrated marketing communications is tailored for the fast evolving marketing communication landscape of india where we see the co-existence of different modes of communication catering to varied target segments by combining proven theoretical concepts and meshing them with real life indian examples and cases author has managed to create a book that is bound to be very useful to students of advertising and marketing across the indian subcontinent ambi m g parameswaran drafftcb ulka advertising i welcome this new book advertising and integrated marketing communications by kruti shah this book has taken a very hands-on practical and holistic approach to explain concepts and practices in the world of advertising and promotions as seen in the indian industry and society today i recommend that every manager whose role involves media or marketing communications must have this book at his her arm s length ramendra singh indian institute of management calcutta kruti shah s book on integrated marketing communications reflects her as a person- an unusual combination of an academician a marketing practitioner a marketing critic and a writer well researched communication planning frameworks illustrated by contemporary indian examples make it a must read for all involved in the field of marketing and communications in india and kruti s writing style makes a complex subject an easy read arvind sharma leo burnett chairman india subcontinent this is a book crafted to take the reader through the details of the functioning of the advertising industry it is very well researched and a book that can guide the reader of what it takes to succeed in the industry the operating insights are relevant and when practiced can make working in the industry easier in fact it would make sense if the marketing and advertising industry has this book as part of the joining kit for new recruits tarun singh chauhan formerly jwt managing partner and lowe lintas president this textbook is contextualized

to the indian market and all cases and examples given by the author are focused on the principles of imc the book also stresses on interactive media and importance of online presence of brands it will be a good text book for students and a reference for academicians dr falguni vasavada-oza associate professor marketing area mica

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