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IMC, the Next Generation: Five Steps for Delivering Value and Measuring Returns Using Marketing Communication

By Don E. Schultz, Heidi F. Schultz

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, IMC, the Next Generation: Five Steps for Delivering Value and Measuring Returns Using Marketing Communication, Don E. Schultz, Heidi F. Schultz, This book is all about today's IMC - what it is, what it means to you, and how to use it to power your organization's growth and financial success! With his breakthrough book "Integrated Marketing Communications", Don Schultz first showed marketers how to integrate internal and external communication into a dynamic, value-adding asset. In "IMC - The Next Generation", Schultz teams with Heidi Schultz to offer updated insights on today's newly powerful business and communication model using the IMC approach. Let it show you how to focus on identifying the right customers, determining their value, investing in them with communication programs, and then measuring the impact of and returns on those communication activities.'Having pioneered the concept of integrated marketing communications (IMC), Don and Heidi Schultz now show all of the strategic and tactical steps that will make the 'new marketing' work for you. I will gladly recommend this book to CMOs and CEOs who want to win using a combination of strong brand building and direct-to-customer marketing' - Philip...



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Reviews

An incredibly amazing ebook with perfect and lucid answers. It is written in basic terms and never difficult to understand. It's been written in an exceptionally basic way and it is only right after I finished reading this ebook in which it in fact modified me, affect the way I really believe.

-- **Beverly Hoppe**

Extremely helpful for all class of individuals. Better than never, though I am quite late in start reading this one. I realized this publication from my I and dad suggested this ebook to discover.

-- **Adela Schroeder II**