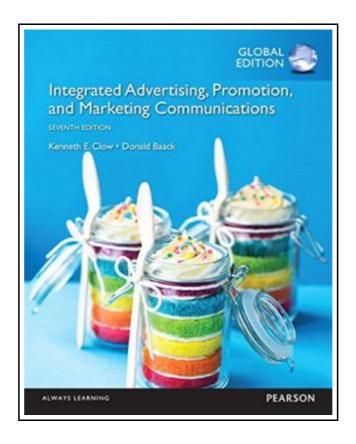
# Integrated Advertising, Promotion and Marketing Communications with MyMarketingLab (Mixed media product)



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# Reviews

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(Luciano Von III)

# INTEGRATED ADVERTISING, PROMOTION AND MARKETING COMMUNICATIONS WITH MYMARKETINGLAB (MIXED MEDIA PRODUCT)



Pearson Education Limited, United Kingdom, 2015. Mixed media product. Book Condition: New. 7th edition. 273 x 217 mm. Language: N/A. Brand New Book. This package contains Clow, Integrated Advertising, Promotion, and Marketing Communications 7e and access to MyMarketingLab. Important information for students: You need both an access code and a course ID to access MyMarketingLab. Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. For undergraduate Advertising and Integrated Marketing Communication courses. This package includes MyMarketingLab(R). A Modern Guide to Integrated Marketing Communications Integrated Advertising, Promotion, and Marketing Communications speaks to an evolved definition of integrated marketing and teaches students (of marketing or otherwise) how to effectively communicate in the business world. This text covers advertising and promotions, but also the role of social media, blogs, mobile messaging, and other marketing tactics. As marketing has evolved to include more stealth approaches, so has the text. To help students retain ideas, each chapter includes tools that allow them to apply concepts to real-life situations. The new Seventh Edition includes end-of-chapter blog exercises; links to articles, videos and social media; and new interviews with advertising professionals. Plus, with MyMarketingLab, students have access to interactive tools to help guide them through the entire promotional process. This package includes MyMarketingLab, an online homework, tutorial, and assessment program designed to work with this text to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts. MyMarketingLab should only be purchased when required by an instructor. Please be sure you have the correct ISBN and Course ID. Instructors, contact your Pearson representative for more information. Find out more at.

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