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Kenneth E Clow**

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Integrated Advertising, Promotion and Marketing ...

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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.

Integrated Advertising, Promotion, and Marketing ...

Integrated Advertising, Promotion, and Marketing Communications speaks to an evolved definition of integrated marketing and teaches you how to effectively communicate in the business world. It champions the importance of integrating all marketing communications and helps you understand how communications are produced and transmitted.

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Integrated Advertising, Promotion, and Marketing ...

The carefully integrated approach of this text blends advertising, promotions, and marketing communications together, providing readers with the information they need to understand the process and benefits of successful IMC campaigns.

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Promotion is a combination of all forms

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of communication to the customer, including advertising and public relations. The marketer must choose which is the best form of promotion for the target audience, so he or she will develop a marketing plan.

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Clow and Baack examine advertising and promotions through the lens of integrated marketing communications. The carefully integrated approach of this text blends advertising, promotions and marketing communications together, providing students with the information they need to Understand The process and benefits of successful IMC campaigns.

Integrated Advertising, Promotion and Marketing ...

Promotion. Lesson; Exercise; Answer; Promotion is the marketing term used to describe all marketing communications activities and includes personal selling, sales promotion, public relations, direct marketing, trade fairs and exhibitions, advertising and sponsorship. Promotion needs to be precisely coordinated and integrated into the businesses global communications message, and this is called ...

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