



Introduction to Integrated Marketing Communications

Professor John Burnett, Sandra E. Moriarty, Stephen Grant

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Appropriate for introductory university and college courses in Advertising, Marketing Communications, and Promotions. This full colour text focuses on the wide range of areas included in marketing communications and the tools and techniques needed to create an integrated approach. The goal is to present the wide range of communication messages and the sources that produce them and then illustrate how they can be used for maximum efficiency through a coordinated planning process.

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