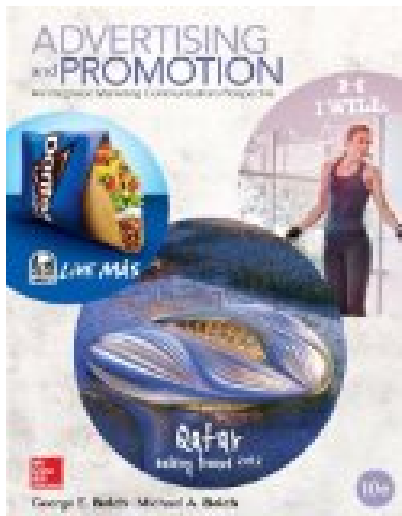


Advertising and Promotion An Integrated Marketing Communications Perspective 10th Edition Irwin Marketing



BOOK DETAILS

- Author : George E. Belch
- Pages : 1760 Pages
- Publisher : McGraw-Hill
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BOOK SYNOPSIS

We are pleased to present this Global Edition, which has been developed specifically to meet the needs of international advertising students. In this 10th edition, Belch/Belch introduces students to the fast-changing field of advertising and promotion. While advertising is its primary focus, it is more than just an introductory advertising text because there is more to most organizations promotional programs than just advertising. The changes happening in the world of advertising are leading marketers and their agencies to approach advertising and promotion from an integrated marketing communications (IMC) perspective, which calls for a "big picture" approach to planning marketing and promotion programs and coordinating the various communication functions. To understand the role of advertising and promotion in today's business world, one must recognize how a firm can use all the promotional tools to communicate with its customers. This 10th edition, with its integrated marketing communications perspective (the theme of the text), catapults the reader into the business practices of the 21st century. This Global Edition has been adapted to meet the needs of courses outside the United States and does not align with the instructor and student resources available with the U.S. edition.

ADVERTISING AND PROMOTION AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE 10TH EDITION IRWIN MARKETING -

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