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### **Advertising & IMC: Principles and Practice (9th Edition**

features and principles of marketing, marketing communication, as well as IMC, need to be explored further, in order to gain an understanding of OOH advertising media in the context of the larger discipline.

## **CHAPTER 2: INTEGRATED MARKETING COMMUNICATION**

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### **Advertising & IMC: Principles & Practice - Sandra Ernst**

CHAPTER 3 Marketing communication 77 3. CHAPTER 3 Marketing communication 3.1 INTRODUCTION The previous chapter established today's culture as characteristically postmodern and justified postmodernism as a relevant worldview. ... integrated marketing communication (O'Sullivan, 2008; Schultz & Schultz, 2004), customer relationship

### **3. CHAPTER 3 Marketing communication - UPSpace Home**

Features Increased Integrated Marketing Communication (IMC) Focus. Updated! Increased Integrated Marketing Communication (IMC) Focus. The word "advertising" has come to refer to a variety of marketing communication tools and functions.

### **Pearson - Advertising & IMC: Principles and Practice**

Increased Integrated Marketing Communication (IMC) Focus: The broader focus of IMC in this edition includes all the various forms of marketing communication "multi-platform, as well as multimedia" and the discussion is embedded seamlessly throughout the book.

## **Advertising & IMC Principles and Practice 10th edition**

Description. For introductory courses in advertising. An accessible, well-written, and student-friendly approach to advertising. Advertising tracks the changes in today's dynamic world of media and marketing communication as well as the implications of these changes to traditional practice and presents them to students through an accessible, well-written approach.

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