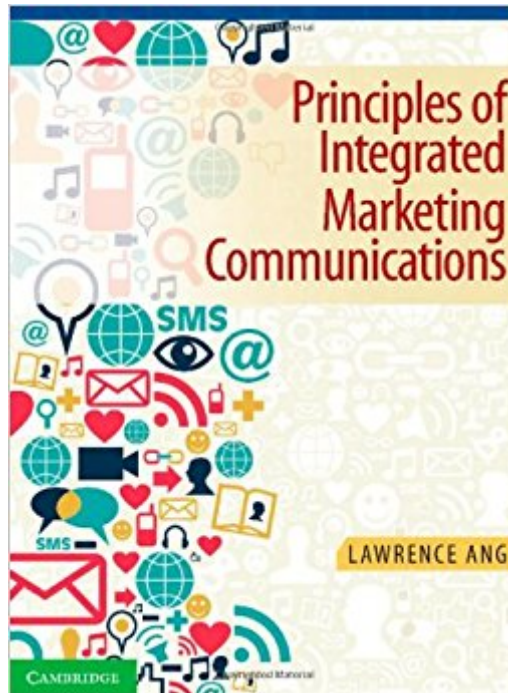


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Principles Of Integrated Marketing Communications



Synopsis

Principles of Integrated Marketing Communications explains the principles and practice of implementing effective IMC using a variety of channels and techniques. It equips readers with the knowledge to develop sophisticated marketing campaigns for contemporary business environments. Designed to introduce readers to IMC in an engaging way, this valuable resource:

- Covers the latest concepts and tools in marketing and communications
- Presents topics in light of their underlying theories and principles
- Includes case studies adapted from recent, real-world examples (drawn from both Australian and international contexts). Each chapter contains a 'Further thinking' section, giving readers the opportunity to extend their understanding of the conceptual and historical underpinnings of IMC, and teaching them how to analyse and overcome problems when devising an IMC strategy. Each chapter also includes learning objectives and review questions, to reinforce knowledge. Additional material - including extra case studies and topical multimedia files - is available on the companion website at www.cambridge.edu.au/academic/imc.

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'I really like the book and the approach, it's refreshingly different which is what I have been looking for. It is also not American-saturated which is a great relief ... The book reads very well and is properly oriented into marketing thinking not advertising. ... What appeals to me most about Lawrence's book is the strong marketing focus - I teach marketing students not advertising students so have been wanting a text that focuses on aspects marketers want to know about! The thinking questions are also excellent and I will be using those to help me put the assignments together.' Kate

Jones, Auckland University of Technology'Highlights of the book include its engaging writing style and its judicious use of evidence to support theories and claims. Its length is suitable for teaching needs, and I will be recommending it to colleagues.' Robert East, Kingston Business School, Kingston University London

Integrated Marketing Communications explains the principles and practice of implementing an effective marketing strategy using a variety of channels and techniques. Designed to introduce IMC in an engaging way, this valuable resource equips students with the knowledge to develop sophisticated marketing campaigns for contemporary business environments.

Easy to read and understand.

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