



Integrated Advertising, Promotion, and Marketing Communications Plus Mymarketinglab with Pearson Etext -- Access Card Package

By Professor Kenneth E Clow, Professor Donald E Baack

Pearson, United States, 2015. Book. Book Condition: New. 7th. 280 x 212 mm. Language: English . Brand New Book. NOTE: Before purchasing, check with your instructor to ensure you select the correct ISBN. Several versions of Pearson's MyLab Mastering products exist for each title, and registrations are not transferable. To register for and use Pearson's MyLab Mastering products, you may also need a Course ID, which your instructor will provide. Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson, the access codes for Pearson's MyLab Mastering products may not be included, may be incorrect, or may be previously redeemed. Check with the seller before completing your purchase. A Modern Guide to Integrated Marketing Communications 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. As marketing has evolved to include more stealth approaches, so has the text. To help students retain ideas, each chapter includes tools that allow them...



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