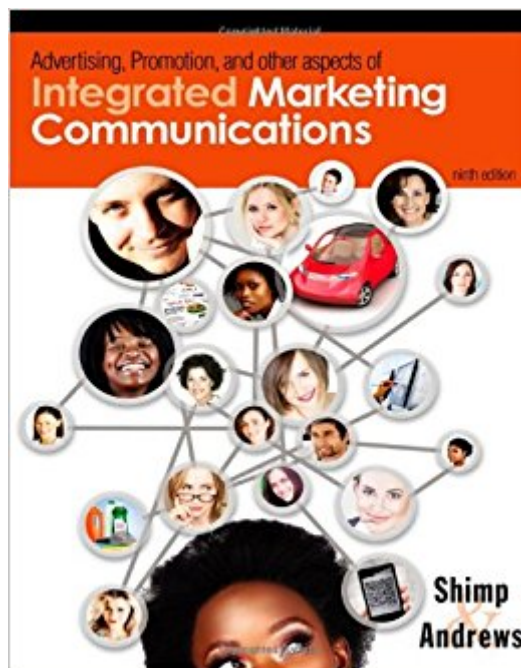




The book was found

Advertising Promotion And Other Aspects Of Integrated Marketing Communications



Synopsis

Market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition discusses all aspects of marketing communications, from time-honored methods to the newest developments in the field. Delivering the fundamentals you need, the text focuses on advertising and promotion, including planning, branding, media buying, sales, public relations, and much more. Emerging topics get special attention in this edition, such as the enormous popularity of social media outlets, online and digital practices, viral communications, and personal selling, along with all of their effects on traditional marketing. Revised to make ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition the most current I.M.C. book on the market, chapters address must-know changes to environmental, regulatory, and ethical issues, as well as Marcom insights, place-based applications, privacy, global marketing, and of course, memorable advertising campaigns.

Book Information

Hardcover: 752 pages

Publisher: South-Western College Pub; 9 edition (January 16, 2013)

Language: English

ISBN-10: 1111580219

ISBN-13: 978-1111580216

Product Dimensions: 1 x 9 x 11 inches

Shipping Weight: 3.7 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 12 customer reviews

Best Sellers Rank: #21,600 in Books (See Top 100 in Books) #14 in Books > Business & Money > Marketing & Sales > Marketing > Direct #43 in Books > Business & Money > Marketing & Sales > Advertising #81 in Books > Textbooks > Business & Finance > Marketing

Customer Reviews

Terence Shimp is Distinguished Professor Emeritus at the University of South Carolina, where he was a faculty member for 29 years and earned a number of teaching awards, including the Amoco Foundation Award. The former W. W. Johnson Distinguished Foundation Fellow and Chair of the Marketing Department in the Moore School of Business, Dr. Shimp also taught at Kent University. He has published widely in marketing, consumer behavior, and advertising, and received the American Academy of Advertising's lifetime award for outstanding contributions to research in

advertising. Past president of the Association for Consumer Research, as well as the Journal of Consumer Research policy board, Dr. Shimp has represented the Federal Trade Commission and various state agencies as an expert witness in issues concerning advertising deception and unfairness. Terence A. Shimp received his doctorate from the University of Maryland. J. Craig Andrews is Professor and Charles H. Kellstadt Chair in Marketing at Marquette University, where he has been a faculty member for 32 years. Dr. Andrews recently served as a Social Scientist (Center for Tobacco Products), Senior Scholar (Center for Food Safety and Applied Nutrition), and on the Risk Communication Advisory Committee with U.S. Food & Drug Administration in Washington, DC. Dr. Andrews also has been responsible for ad copy testing efforts on the Behavior Change Expert Panel for the National Youth Anti-Drug Media Campaign, working with Ogilvy & Mather and FCB ad agencies in New York, NY. He also has been Editor of the Journal of Public Policy & Marketing, for which he earned honors as Reviewer of the Year three times and twice won the Kinnear/JPPM Award for article of the year. Dr. Andrews also served as a Consumer Research Specialist in the Division of Advertising Practices with the Federal Trade Commission in Washington, DC, earning the FTC's Award for Meritorious Service. Through the Advertising Education Foundation, he has held visiting professor positions with Coca-Cola Foods in Houston and with the Fitzgerald & Co. advertising agency in Atlanta. His work has appeared in the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Public Policy & Marketing, Journal of Advertising, Journal of Current Issues and Research in Advertising, Journal of International Business Studies, Journal of Retailing, Tobacco Control and the American Journal of Public Health, among others. Dr. Andrews received his Ph.D. in Marketing from the University of South Carolina.

Renting a \$450.00 BOOK FOR \$20! AWESOME. I will be doing this again too save on my class books. So glad someone told me about it. Yip yip!

great A+ for quality

It is the same as the US edition, price is fantastic compared to campus bookstore, I am so glad I found this book!

Had to have for school.. So it does its purpose. I decided on the ebook over hardback and love it! So much you can do with ebooks

Great cheap book for school

This is a great book! I have to use it for 6810 Promotions class. The professor love the author and so far he has not disappointed.

Great

It arrived in good shape and am currently using for class.

[Download to continue reading...](#)

Advertising Promotion and Other Aspects of Integrated Marketing Communications Advertising and Promotion: An Integrated Marketing Communications Perspective, 10th Edition (Irwin Marketing) Advertising and Promotion: An Integrated Marketing Communications Perspective (Irwin Marketing) Integrated Advertising, Promotion, and Marketing Communications (7th Edition) Advertising and Promotion: An Integrated Marketing Communications Perspective, 9th Edition Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion) Communications Writing and Design: The Integrated Manual for Marketing, Advertising, and Public Relations Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Advertising and Integrated Brand Promotion (with CourseMate with Ad Age Printed Access Card) Advertising and Integrated Brand Promotion Selling Professional Services to the Fortune 500: How to Win in the Billion-Dollar Market of Strategy Consulting, Technology Solutions, and ... (Marketing/Sales/Advertising & Promotion) What Customers Want: Using Outcome-Driven Innovation to Create Breakthrough Products and Services: Using Outcome-Driven Innovation to Create Breakthrough ... (Marketing/Sales/Advertising & Promotion) Born to Blog: Building Your Blog for Personal and Business Success One Post at a Time (Marketing/Sales/Advertising & Promotion) Marketing Campaign Development: What Marketing Executives Need to Know About Architecting Global Integrated Marketing Campaigns Urgent Care Business Free Online Advertising Video Marketing Strategy Book: No Cost Video Advertising & Website Traffic Secrets to Making Massive Money Now! Network Marketing: Go Pro in Network

Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)