

整合营销传播--一种系统的视角



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本书主题为整合营销传播，即通过系统的方式将营销传播与战略性营销结合起来。

书中回顾和评价了整合营销沟通理论的权威舒尔茨（Don E. Schultz）等人的理论框架，指出其价值和存在的缺点。在此基础上作者提出了以系统性为特点的新的整合营销沟通策划和监控模式。这一模式为营销经理们提供了有关建立与企业 and 营销目标一致的沟通目标的指导意见，并指出了建立具体的定量目标，用相关的测量尺度监控实施情况的方式。本书揭示了企业和营销决策是营销沟通策划和管理过程的组成部分。

本书在向读者介绍营销沟通知识的同时，试图使他较多地了解营销沟通的策划和管理过程。通过提供从战略角度策划和管理营销沟通的概念化工具（方法），帮助负责营销沟通的经理们完善他们的业务操作方法。

本书适合用作营销专业研究生、本科高年级学生的教材。MBA的学生也完全可以充分地理解和欣赏本书内含的概念。对于营销传播的实际工作者，本书是很好的参考读物。

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