

Advertising, Promotion, And Other Aspects of Integrated Marketing Communications



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The eighth edition of Shimp's market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS fully integrates all aspects of marketing communication. While continuing to focus on the time honored IMC methods, the text reflects new academic literature and practitioner developments in the field. Some reorganization along with comprehensive treatment on the fundamentals of advertising and promotion are the focus of the revision. Changes include earlier coverage of new brands (ch. 3), the latest in various forms of Internet advertising (ch. 13), a new chapter (18) on PR and word-of-mouth management, and

expanded coverage environmental issues regarding global warming and sustainability in a newly-organized ethics chapter (21).

作者介绍:

Terence A. Shimp received his doctorate from the University of Maryland and taught for four years at Kent State University before moving to the University of South Carolina, where he was a faculty member for 29 years. While at the University of South Carolina, Shimp was the W. W. Johnson Distinguished Foundation Fellow and for 12 years was the Chair of the Marketing Department in the Moore School of Business. He now is Distinguished Professor Emeritus but continues to research, write, teach occasionally, and work with Ph.D. students. Shimp earned a number of teaching awards during his career, including the Amoco Foundation Award that named him the outstanding teacher at the University of South Carolina in 1990. He has published widely in the areas of marketing, consumer behavior, and advertising. Shimp was the 2001 recipient of the American Academy of Advertising's lifetime award for outstanding contributions to research in advertising. Shimp is past president of the Association for Consumer Research and past president of the Journal of Consumer Research policy board. He has represented the Federal Trade Commission and various state agencies as an expert witness in issues concerning advertising deception and unfairness.

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