

Integrated Marketing Communications in Advertising and Promotion



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The seventh 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 has undergone a significant revision to reflect new academic literature and practitioner developments in the field. In addition, a significant reorganization along with comprehensive treatment on the fundamentals of advertising and promotion are the focus of the revision. Some changes include a separate chapter on internet advertising, early coverage of ethical, regulatory, and environmental issues, and major condensing, combining, and adding of existing and new topics.

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