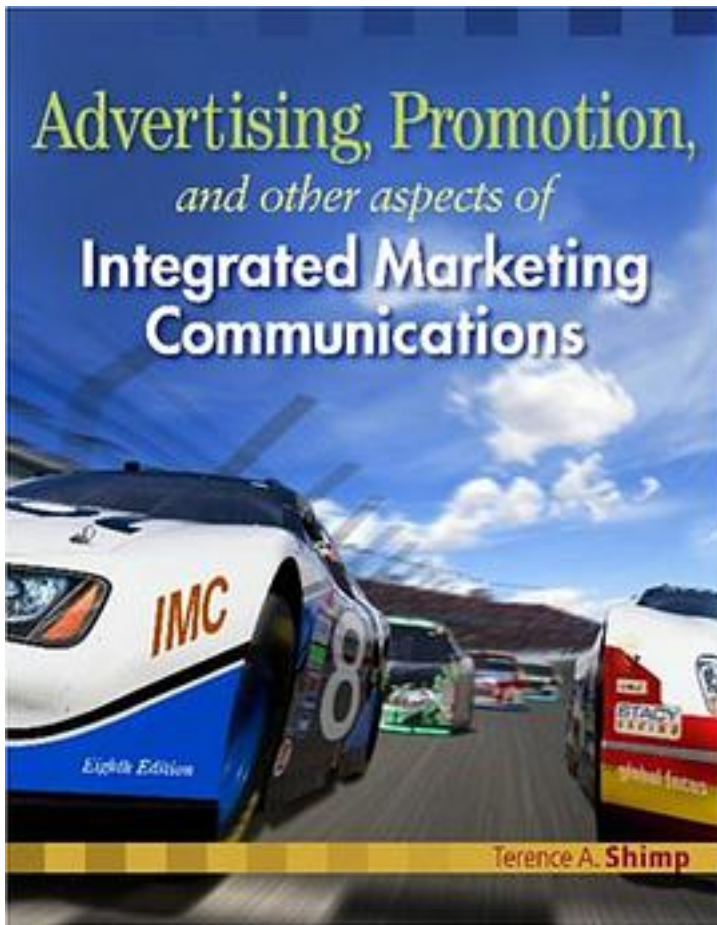


# Advertising Promotion and Other Aspects of Integrated Marketing Communications



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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:

目录:

[Advertising Promotion and Other Aspects of Integrated Marketing Communications\\_下载链接1](#)

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