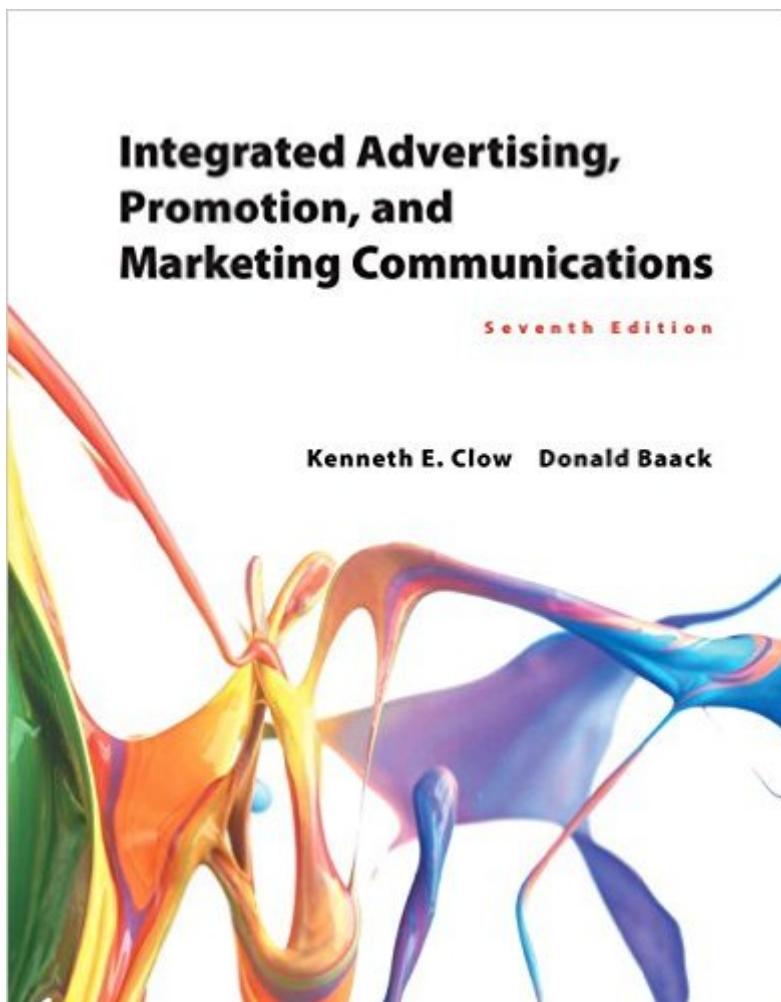


The book was found

Integrated Advertising, Promotion, And Marketing Communications (7th Edition)



Synopsis

NOTE: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10:Â 0133973115/ISBN-13: 9780133973112 . That package includes ISBN-10:Â 0133866335/ISBN-13:Â 9780133866339 and ISBN-10:Â 0133866971/ISBN-13:Â 9780133866971. A Modern Guide to Integrated Marketing Communications Integrated Advertising, Promotion, and Marketing Communications speaks to an evolved definition of integrated marketing and teaches students (of marketing or otherwise) how to effectively communicate in the business world. This text covers advertising and promotions, but also the role of social media, blogs, mobile messaging, and other marketing tactics. As marketing has evolved to include more stealth approaches, so has the text. To help students retain ideas, each chapter includes tools that allow them to apply concepts to real-life situations. Â The new Seventh Edition includes end-of-chapter blog exercises; links to articles, videos and social media; and new interviews with advertising professionals. Plus, with MyMarketingLab, students have access to interactive tools to help guide them through the entire promotional process. Â Also available with MyMarketingLab MyMarketingLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. Â

Book Information

Paperback: 504 pages

Publisher: Pearson; 7 edition (January 6, 2015)

Language: English

ISBN-10: 0133866335

ISBN-13: 978-0133866339

Product Dimensions: 8.4 x 0.7 x 10.8 inches

Shipping Weight: 2 pounds (View shipping rates and policies)

Average Customer Review: 3.3 out of 5 starsÂ See all reviewsÂ (6 customer reviews)

Best Sellers Rank: #24,542 in Books (See Top 100 in Books) #48 inÂ Books > Business & Money > Marketing & Sales > Advertising #121 inÂ Books > Business & Money > Accounting #448 inÂ Books > Textbooks > Business & Finance

Customer Reviews

I'm glad I didn't purchase this book because there are a lot of typos in it that take the professionalism down a notch. The content is fine, though a bit sparse in some sections. I would have liked more content on B2B IMC programs and International uses for IMC programs. Overall though, it worked for the course I was taking.

This E text book only allows one download, I can't access my book when my tablet is down. 173\$ not well spent.

This book has good content in it.

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

Integrated Advertising, Promotion, and Marketing Communications (7th Edition) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) Facebook Marketing: Strategies for Advertising, Business, Making Money and Making Passive Income (FREE BONUS AND FREE GIFT) (social media marketing, social ... facebook, facebook adds, small business) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Facebook: Facebook Marketing: 25 Best Strategies on Using Facebook for Advertising, Business and Making Money Online: *FREE BONUS: 'SEO 2016' Included!* ... Marketing Strategies, Passive Income) Human Physiology: An Integrated Approach (7th Edition) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Promotion in the Merchandising Environment Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) The Rise of the Platform Marketer: Performance Marketing with Google, Facebook, and Twitter, Plus the Latest High-Growth Digital Advertising Platforms Facebook Marketing: 25 Best Strategies on Using Facebook for Advertising, Business and Making Money Online Social Media Strategy: Marketing and Advertising in the Consumer Revolution Facebook Marketing Like I'm 5: The Ultimate Beginner's Guide to Mastering Facebook Advertising Tools, Fan Growth Strategies, and Analytics Content Machine: Use Content Marketing to Build a 7-figure Business With Zero Advertising The New Create an Oasis with Greywater 6th Ed: Integrated Design for Water Conservation, Reuse,

Rainwater Harvesting, and Sustainable Landscaping The Egyptian Book of the Dead: The Book of Going Forth by Day: The Complete Papyrus of Ani Featuring Integrated Text and Full-Color Images The Complete Musician: An Integrated Approach to Theory, Analysis, and Listening SOLIDWORKS 2015 and Engineering Graphics: An Integrated Approach Integrated Enterprise Excellence, Vol II: Business Deployment: A Leaders' Guide for Going Beyond Lean Six Sigma and the Balanced Scorecard

[Dmca](#)