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This volume takes a broader approach than Advertising or Promotions surveys and gives readers an integrated learning experience by incorporating Internet exercises and a Building an IMC Campaign project, with free Advertising Plan Pro software in every copy.

The volume addresses integrated marketing communications, corporate image and brand management, consumer buyer behavior, business-to-business buyer behavior, promotions opportunity analysis, advertising management, advertising design, both theoretical and executional frameworks, IMC promotional tools and integration tools.

For marketing professionals and ad agency account executives.