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PRINCIPLES OF ADVERTISING AND IMC, 2/e by Tom Duncan explains the principles and practices of advertising and the other marketing communication functions within an integrated context complete with an integrated planning process. Duncan's text presents the new ways companies communicate with business-savvy customers. It also shows how and why top management demands accountability of how advertising and promotion dollars are spent. PRINCIPLES OF ADVERTISING AND IMC provides students with a basic understanding of all the major marketing communication functions, the major media alternatives, and the processes for integrating these activities in the most effective and efficient way in order to develop long-term, profitable customer relationships that build brands and create brand equity. Based on feedback from reviewers, author Tom Duncan has increased the 2nd Edition coverage of key advertising concepts (like channel marketing, customer service, direct response and personal selling) to ensure a well-rounded approach to the Principles of Advertising course.