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Autor: Rossiter John/ Bellman Steven

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This new textbook is for marketing managers as well as for potential marketing managers in graduate and advanced undergraduate marketing communications and advertising management courses. For most marketing managers, marketing mostly means planning and executing marketing communications (marcoms). Marcoms are difficult to plan effectively because the customers of today have more choices and are not likely to settle for less than what (they think and feel) is the best brand-item for them. Marcoms managers now more than ever require clear theoretical frameworks and useful executional procedures, and Rossiter and Bellman provide them as state-of-the-art in this book. Shown at right is the key schema for brand communications as in an ad or logo.