



Integrated Advertising, Promotion, and Marketing Communications Plus Mymarketinglab with Pearson Etext -- Access Card Package

By Professor Kenneth E Clow, Professor Donald E Baack

Pearson, United States, 2015. Book. Book Condition: New. 7th. 280 x 212 mm. Language: English . Brand New Book. NOTE: Before purchasing, check with your instructor to ensure you select the correct ISBN. Several versions of Pearson's MyLab Mastering products exist for each title, and registrations are not transferable. To register for and use Pearson's MyLab Mastering products, you may also need a Course ID, which your instructor will provide. Used books, rentals, and purchases made outside of Pearson. If purchasing or renting from companies other than Pearson, the access codes for Pearson's MyLab Mastering products may not be included, may be incorrect, or may be previously redeemed. Check with the seller before completing your purchase. 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...



READ ONLINE
[3.67 MB]

Reviews

The book is fantastic and great. It is loaded with knowledge and wisdom You are going to like the way the article writer create this ebook.

-- **Amaya King**

These types of pdf is the greatest pdf accessible. It is among the most amazing ebook we have go through. You will not feel monotony at anytime of your time (that's what catalogues are for relating to should you request me).

-- **Cecil Rempel**

You May Also Like



California Version of Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package

Pearson, United States, 2015. Loose-leaf. Book Condition: New. 10th. 249 x 201 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson, the access codes for...



Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package

Pearson, United States, 2015. Book. Book Condition: New. 10th. 250 x 189 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson, the access codes for...



Who Am I in the Lives of Children? an Introduction to Early Childhood Education with Enhanced Pearson Etext -- Access Card Package (Paperback)

Pearson, United States, 2015. Paperback. Book Condition: New. 10th. 251 x 203 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson, the access codes for...



Skills for Preschool Teachers, Enhanced Pearson eText - Access Card

Pearson Education (US), United States, 2016. Online resource. Book Condition: New. 10th edition. 279 x 216 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies other than Pearson,...



Dark Hollow (Paperback)

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 280 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.A murder is committed in Dark Hollow and the proprietor of a neighboring inn is convicted and...



The Novel of the Black Seal (Paperback)

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 280 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.A man gradually uncovers the secrets of a race of pre-humans hiding in the Welsh hills, and...