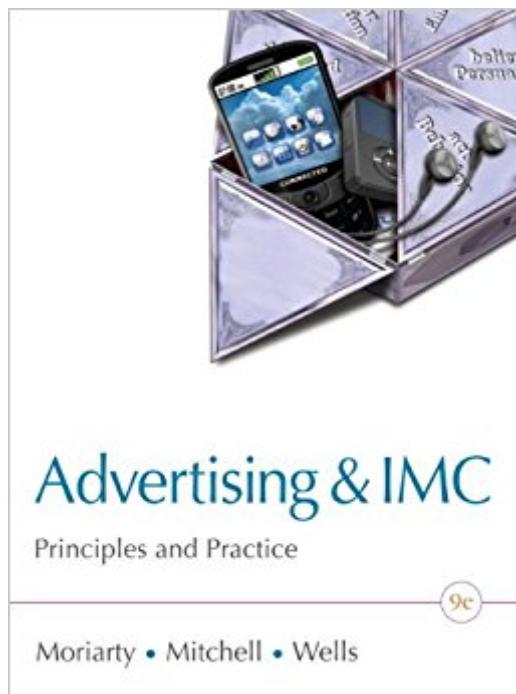


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Advertising & IMC: Principles And Practice, 9th Edition



Synopsis

An accessible and well-written approach to advertising. Advertising tracks the changes in today's dynamic world of media and marketing communication as well as the implications of these changes to traditional practice and presents them to readers through an accessible, well-written approach. The ninth edition highlights the increasing importance of consumers as the driving force in today's advertising strategies, social media, and the Internet evolution/revolution. It also includes an increased IMC and brand focus.

Book Information

Hardcover: 688 pages

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Average Customer Review: 3.8 out of 5 stars 42 customer reviews

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Customer Reviews

I had to purchase this book for class and was it was very helpful when the teacher was not.

Arrived in great condition

Used book that came in a good condition. The price on this book is awesome, I recommend.

I was not very impressed with this book. The information could have been condensed to about 50%. Most of the book was online rambling. It was shipped and delivered on time.

This book is jam-packed with content regarding all aspects of Advertising. There is also an impressive chapter on Public Relations, which is helpful for those who would like to see the whole picture in regards to Integrated Marketing Communications. If you purchase this book for

educational purposes, take the time to read the chapters, which are overflowing with factual information. Highly recommended and a great reference for future referral on most aspects of marketing. Glad I purchased and read it.

The book came in a binder which was not stated. Also it was half broken and the binder was completely falling apart. Not bad for the price, but very poor quality.

Its ok but some of the chapters are difficult to understand

Was expecting the US edition but received the global edition instead.

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