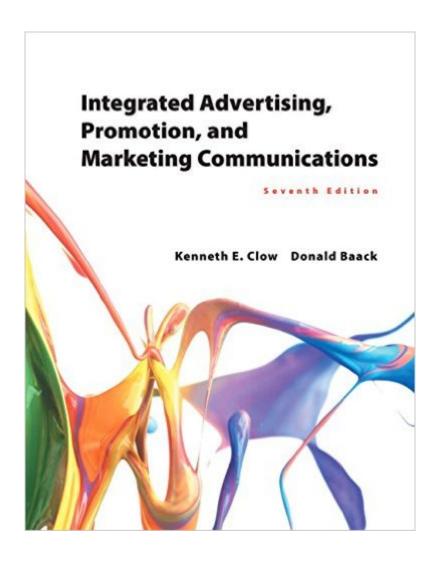
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# Integrated Advertising, Promotion, And Marketing Communications (7th Edition)





# Synopsis

NOTE: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10:Â 0133973115/ISBN-13: 9780133973112 . That package includes ISBN-10:Â 0133866335/ISBN-13:Â 9780133866339 and ISBN-10:Â 0133866971/ISBN-13:Â 9780133866971. 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 to apply concepts to real-life situations. Â The new Seventh Edition includes end-of-chapter blog exercises; links to articles, videos and social media; and new interviews with advertising professionals. Plus, with MyMarketingLab, students have access to interactive tools to help guide them through the entire promotional process. Â Also available with MyMarketingLab MyMarketingLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts. A

## **Book Information**

Paperback: 504 pages Publisher: Pearson; 7 edition (January 6, 2015) Language: English ISBN-10: 0133866335 ISBN-13: 978-0133866339 Product Dimensions: 8.4 x 0.7 x 10.8 inches Shipping Weight: 2 pounds (View shipping rates and policies) Average Customer Review: 3.3 out of 5 stars Â See all reviews (6 customer reviews) Best Sellers Rank: #24,542 in Books (See Top 100 in Books) #48 in Books > Business & Money > Marketing & Sales > Advertising #121 in Books > Business & Money > Accounting #448 in Books > Textbooks > Business & Finance

## **Customer Reviews**

I'm glad I didn't purchase this book because there are a lot of typos in it that take the professionalism down a notch. The content is fine, though a bit sparse in some sections. I would have liked more content on B2B IMC programs and International uses for IMC programs. Overall though, it worked for the course I was taking.

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