



# Integrated Advertising, Promotion and Marketing Communications with MyMarketingLab (Mixed media product)

By Kenneth E. Clow, Donald E. Baack

Pearson Education Limited, United Kingdom, 2015. Mixed media product. Book Condition: New. 7th edition. 273 x 217 mm. Language: N/A. Brand New Book. This package contains Clow, Integrated Advertising, Promotion, and Marketing Communications 7e and access to MyMarketingLab. Important information for students: You need both an access code and a course ID to access MyMarketingLab. Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. For undergraduate Advertising and Integrated Marketing Communication courses. This package includes MyMarketingLab(R). 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. The new Seventh Edition includes end-of-chapter blog exercises; links to articles, videos and social media; and new interviews with advertising professionals....

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-- **Dana Hintz**

*Good electronic book and valuable one. It really is basic but unexpected situations in the 50 percent in the pdf. You wont really feel monotony at at any moment of your time (that's what catalogues are for concerning when you ask me).*

-- **Elisa Reinger**

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