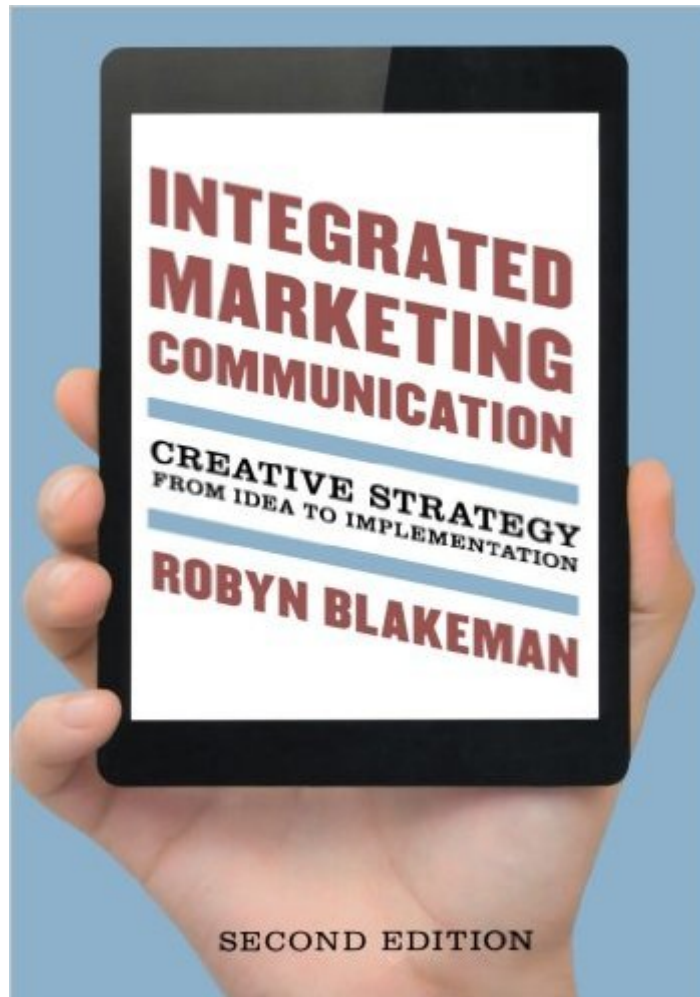


The book was found

Integrated Marketing Communication: Creative Strategy From Idea To Implementation



Synopsis

Now in its second edition, this comprehensive text offers a classroom-tested, step-by-step approach to the creative processes and strategies for effective IMC. It also details changes in traditional advertising and marketing principles. Blakeman covers key areas, from marketing plans, branding/positioning, and creative briefs to copywriting, design, and considerations for each major media format. Throughout, she explores visual and verbal tactics, along with the use of business theory and practices, and how these affect the development of the creative message. This user-friendly introduction walks students through the varied strands of IMC, including advertising, PR, direct marketing, and sales promotion, in a concise and logical fashion. Several new chapters address the latest additions to the mix: Internet, social, mobile, and alternative media, plus guerrilla marketing. The text builds students' skills in developing a creative idea, employing the correct message, and placing it appropriately and will continue to serve as a handy reference to using the most effective communications approaches throughout their careers.

Book Information

Paperback: 338 pages

Publisher: Rowman & Littlefield Publishers; 2 edition (July 10, 2014)

Language: English

ISBN-10: 1442221224

ISBN-13: 978-1442221222

Product Dimensions: 6.9 x 0.9 x 10.1 inches

Shipping Weight: 12.6 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars See all reviews (4 customer reviews)

Best Sellers Rank: #104,362 in Books (See Top 100 in Books) #22 in Books > Textbooks > Business & Finance > Sales #89 in Books > Business & Money > Marketing & Sales > Marketing > Direct #144 in Books > Textbooks > Business & Finance > Marketing

Customer Reviews

I love this book. It's not like any academic book. It's easy to read and entertaining.

good for creative strategy

cheaper

Very repetitive in content for the price. Easy read.

[Download to continue reading...](#)

Integrated Marketing Communication: Creative Strategy from Idea to Implementation Marketing:
Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To
Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books
1) Communication Skills: 101 Tips for Effective Communication Skills (Communication Skills, Master
Your Communication, Talk To Anyone With Confidence, Leadership, Social Skills) Digital Marketing
Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing,
Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet
Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail
Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to
Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social
Media Marketing Communication and Communication Disorders: A Clinical Introduction (4th Edition)
(Allyn & Bacon Communication Sciences and Disorders) Affiliate Marketing: Learn to make crazy
money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot
more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro
in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network
Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money
And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive,
Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing
Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing,
Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine
Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google
Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing :
How To Recruit Prospect Step By Step From Newbies To Professional in network marketing:
network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5)
FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money
(Facebook Marketing, Business Marketing, Social Media Marketing) Integrated Theory &
Knowledge Development in Nursing, 8e (Chinn, Integrated Theory and Knowledge Development in
Nursing) Asap Implementation at the Speed of Business: Implementation at the Speed of Business
MCTS Self-Paced Training Kit (Exam 70-432): Microsoft® SQL Server® 2008 - Implementation
and Maintenance: Microsoft SQL Server 2008--Implementation and Maintenance (Microsoft Press
Training Kit) Stonescaping Idea Book (Taunton's Idea Book Series) Ribbon Trims: An

Embellishment Idea Book (Embellishment Idea Books) Backyard Idea Book: Outdoor Kitchens, Sheds & Storage, Fireplaces, Play Spaces, Pools & Spas (Taunton Home Idea Books)

[Dmca](#)