



Principles of Advertising and IMC, Second Edition (SIE)

By Tom Duncan

Tata McGraw-Hill Education Pvt. Ltd., 2005. Softcover. Book Condition: New. 2nd edition. Table of contents PART I: HOW BRANDS ARE BUILT Chapter 1. Using advertising and promotion to Build Brands Chapter 2. IMC partners and industry organization Chapter 3. Brands and Stakeholder Relationships PART II: BASIC MC STRATEGIES FOR BUILDING BRANDS. Chapter 4. How brands communication works Chapter 5. Consumer Response Chapter 6. IMC Planning Chapter 7. Segmenting and Targeting Chapter 8. Data-Driven Communication PART III: CREATING, SENDING, AND RECEIVING BRAND MESSAGE. Chapter 9. Creative Message Strategies Chapter 10. Message Execution Chapter 11. Media Characteristics Chapter 12. The Internet and Interactivity Chapter 13.Advertising and IMC Media Planning PART IV: THE MARKETING COMMUNICATION FUNCTIONS. Chapter 14. Consumer Sales Promotional and Packaging Chapter 15 Channel Marketing: Trade Promotion and Co-marketing Chapter 16 Personal Selling Chapter 17 Public Relations and Brand Publicity Chapter 18. Direct marketing: The Dialogue Builder Chapter 19. Experiential Contact: Events, Sponsorship, and Customer Service PART V: THE BIG PICTURE. Chapter 20 Social, Ethical, and Legal Issues Chapter 21 International Marketing Communication Chapter 22. Measurement, Evaluation, and Effectiveness Endnotes Brand Index Name Index Subject Index Printed Pages: 755.



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