

Get Book

INTEGRATED MARKETING COMMUNICATION: CREATIVE STRATEGY FROM IDEA TO IMPLEMENTATION (PAPERBACK)



ROWMAN LITTLEFIELD, United States, 2007. Paperback. Condition: New. Language: English . Brand New Book. A newer edition of this book is available. See the new edition's page at the following address: Robyn Blakeman's Integrated Marketing Communication offers a classroom-tested, step-by-step approach that lays out creative processes and strategies for effective IMC, as well as how traditional advertising and marketing principles are changing. Blakeman covers key areas, from marketing plans, branding and positioning, and creative briefs to copywriting, design,...

Read PDF Integrated Marketing Communication: Creative Strategy from Idea to Implementation (Paperback)

- Authored by Robyn Blakeman
- Released at 2007



Filesize: 6.39 MB

Reviews

Extremely helpful to any or all category of individuals. It really is really fascinating through studying time period. I am just quickly could possibly get a pleasure of reading a composed ebook.

-- Lawrence Keeling

This publication may be worthy of a read through, and a lot better than other. It is among the most incredible book we have read through. Your daily life period will be change when you total reading this article publication.

-- Garrett Baumbach

Related Books

- **Learn em Good: Improve Your Child's Math Skills: Simple and Effective Ways to Become Your Child's Free Tutor Without Opening a Textbook**
- **The Mystery of God's Evidence They Don't Want You to Know of**
- **EU Law Directions**
- **Froebel's Occupations**
Genuine entrepreneurship education (secondary vocational schools teaching book) 9787040247916(Chinese Edition)