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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,...

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- Authored by Robyn Blakeman
- Released at 2007



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