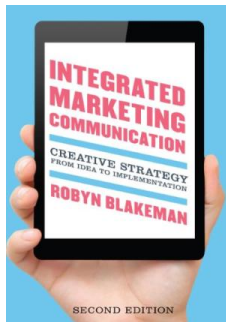


Get Doc

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



ROWMAN LITTLEFIELD, United States, 2014. Hardback. Condition: New. Second Edition. Language: English . Brand New Book. 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...

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

- Authored by Robyn Blakeman
- Released at 2014



Filesize: 5.02 MB

Reviews

This book is definitely worth getting. It usually will not price too much. Its been printed in an extremely simple way in fact it is only right after i finished reading this publication where basically altered me, modify the way i think.

-- **Avery Daugherty**

Complete guide! Its this kind of very good read through. I really could comprehended almost everything out of this written e publication. Your lifestyle span is going to be transform the instant you complete looking over this book.

-- **Reilly Keebler IV**

Related Books

- **Weebies Family Halloween Night English Language: English Language British Full Colour**
- **50 Fill-In Math Word Problems: Algebra: Engaging Story Problems for Students to Read, Fill-In, Solve, and**
- **Sharpen Their Math Skills**
- **Genuine book Oriental fertile new version of the famous primary school enrollment program: the intellectual**
- **development of pre-school Jiang(Chinese Edition)**
- **Tax Practice (2nd edition five-year higher vocational education and the accounting profession teaching the**
- **book)(Chinese Edition)**
- **Stories of Addy and Anna: Chinese-English Edition**