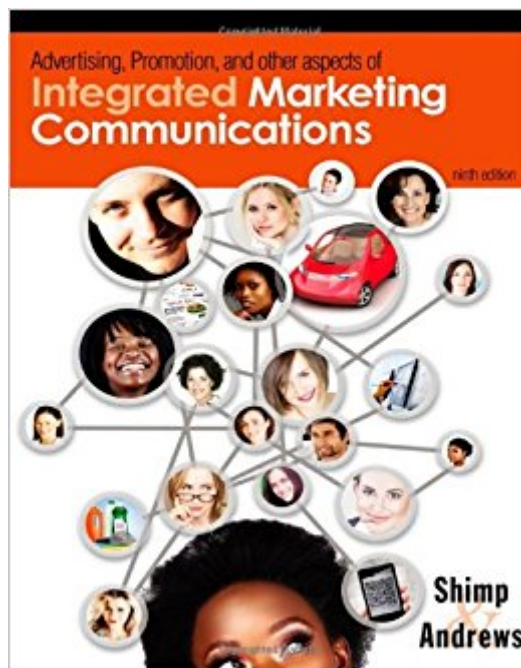




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Advertising Promotion And Other Aspects Of Integrated Marketing Communications



Synopsis

Market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition discusses all aspects of marketing communications, from time-honored methods to the newest developments in the field. Delivering the fundamentals you need, the text focuses on advertising and promotion, including planning, branding, media buying, sales, public relations, and much more. Emerging topics get special attention in this edition, such as the enormous popularity of social media outlets, online and digital practices, viral communications, and personal selling, along with all of their effects on traditional marketing. Revised to make ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition the most current I.M.C. book on the market, chapters address must-know changes to environmental, regulatory, and ethical issues, as well as Marcom insights, place-based applications, privacy, global marketing, and of course, memorable advertising campaigns.

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Customer Reviews

Terence Shimp is Distinguished Professor Emeritus at the University of South Carolina, where he was a faculty member for 29 years and earned a number of teaching awards, including the Amoco Foundation Award. The former W. W. Johnson Distinguished Foundation Fellow and Chair of the Marketing Department in the Moore School of Business, Dr. Shimp also taught at Kent University. He has published widely in marketing, consumer behavior, and advertising, and received the American Academy of Advertising's lifetime award for outstanding contributions to research in

advertising. Past president of the Association for Consumer Research, as well as the Journal of Consumer Research policy board, Dr. Shimp has represented the Federal Trade Commission and various state agencies as an expert witness in issues concerning advertising deception and unfairness. Terence A. Shimp received his doctorate from the University of Maryland. J. Craig Andrews is Professor and Charles H. Kellstadt Chair in Marketing at Marquette University, where he has been a faculty member for 32 years. Dr. Andrews recently served as a Social Scientist (Center for Tobacco Products), Senior Scholar (Center for Food Safety and Applied Nutrition), and on the Risk Communication Advisory Committee with U.S. Food & Drug Administration in Washington, DC. Dr. Andrews also has been responsible for ad copy testing efforts on the Behavior Change Expert Panel for the National Youth Anti-Drug Media Campaign, working with Ogilvy & Mather and FCB ad agencies in New York, NY. He also has been Editor of the Journal of Public Policy & Marketing, for which he earned honors as Reviewer of the Year three times and twice won the Kinnear/JPPM Award for article of the year. Dr. Andrews also served as a Consumer Research Specialist in the Division of Advertising Practices with the Federal Trade Commission in Washington, DC, earning the FTC's Award for Meritorious Service. Through the Advertising Education Foundation, he has held visiting professor positions with Coca-Cola Foods in Houston and with the Fitzgerald & Co. advertising agency in Atlanta. His work has appeared in the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Public Policy & Marketing, Journal of Advertising, Journal of Current Issues and Research in Advertising, Journal of International Business Studies, Journal of Retailing, Tobacco Control and the American Journal of Public Health, among others. Dr. Andrews received his Ph.D. in Marketing from the University of South Carolina.

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