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Descrizione fisica	1 online resource (150 p.)
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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Introduction -- Organization -- Implementation -- Marcom Manager's Work: Communication Category -- The Working Model of Marcom Manager.
Sommario/riassunto	The book mainly addresses the following aspects: First, it systematically introduces the domestic and foreign research results, pointing out the key elements of the basic theory of IMC, according to a company's present situation and the practice of IMC strategy. Second, according to the different characteristics of each organization, it provides various IMC organization structures, such as linear structure Model I, a virtual network and centralized type that focuses on individual interest, external types of the IMC organizational structures Model, etc., and suggestions for further study are also presented.