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Sommario/riassunto	Just what is meant by marketing communications, or marcom as it is frequently called? How does it fit in with other corporate functions, and in particular how does it relate to business and marketing objectives? All the evidence indicates that the vast majority of companies are without a marcom plan. With the continuing growth in brand competition and an increasing number of undifferentiated products, the demand for better marketing communications has grown substantially. In order to be ahead and stay ahead of your competition, it is essential to integrate all your marketing communications as