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Sommario/riassunto	Providing a fresh and innovative framework for the management of marketing communication processes, this textbook uses references to communication studies, cultural studies and critical management studies to shift the focus from message-making to relationship-building.Providing a contemporary examination of marketing as a social process, author Varey focuses on a planned, integrated marketing communication programme. He combines a managerial perspective with current communication and marketing theory, to develop a contemporary set of principles, incorporating such recent developments