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Autore	Hart Norman
Titolo	Implementing an Integrated Marketing Communications Strategy [[electronic resource]] : How to Benchmark and Improve Marketing Communications Planning in Your Business
Pubbl/distr/stampa	London, : Thorogood Publishing, 1999
ISBN	1-280-23291-9 9786610232918 1-85418-536-5
Descrizione fisica	1 online resource (69 p.)
Disciplina	658.8
Soggetti	Advertising media planning -- Handbooks, manuals, etc Marketing -- Management -- Handbooks, manuals, etc Small business -- Marketing -- Handbooks, manuals, etc
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di contenuto	The author; Contents; Chapter 1: Integrated marketing communications planning; Chapter 2: The communications audit; Chapter 3: The ten point Marcom Plan
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

2. Record Nr.	UNISA996675981103316
Autore	Micol Forti, Federica Guth, Rosalia Pagliarani
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