



DOWNLOAD



Integrated Marketing Communication: Creative Strategy from Idea to Implementation (Hardback)

By Robyn Blakeman

ROWMAN LITTLEFIELD, United States, 2014. Hardback. Condition: New. Second Edition. Language: English . Brand New Book. Now in its second edition, this comprehensive text offers a classroom-tested, step-by-step approach to the creative processes and strategies for effective IMC. It also details changes in traditional advertising and marketing principles. Blakeman covers key areas, from marketing plans, branding/positioning, and creative briefs to copywriting, design, and considerations for each major media format. Throughout, she explores visual and verbal tactics, along with the use of business theory and practices, and how these affect the development of the creative message. This user-friendly introduction walks students through the varied strands of IMC, including advertising, PR, direct marketing, and sales promotion, in a concise and logical fashion. Several new chapters address the latest additions to the mix: Internet, social, mobile, and alternative media, plus guerrilla marketing. The text builds students skills in developing a creative idea, employing the correct message, and placing it appropriately-and will continue to serve as a handy reference to using the most effective communications approaches throughout their careers.



READ ONLINE

[2.72 MB]

Reviews

The book is fantastic and great. It generally does not expense excessive. Its been designed in an exceptionally easy way and it is simply right after i finished reading through this book by which really changed me, change the way i think.

-- Adolfo Lindgren

Unquestionably, this is actually the very best job by any article writer. I have read and that i am certain that i am going to planning to go through once again once more in the foreseeable future. I realized this publication from my i and dad advised this pdf to find out.

-- Rusty Hamill Sr.