

Marketing Communications: Brands, Experiences & Participation (CIM Coursebook)

Chris Fill



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Marketing Communications: Brands, Experiences & Participation (CIM Coursebook) Chris Fill Marketing Communications, 6th edition is the most complete and accessible introduction to marketing communications on the market. It combines breadth of coverage with a student-friendly style; and is an essential resource for Marketing and business degree students studying Marketing modules at undergraduate and postgraduate level. The text is structured in six parts: the first two sections focus on what Marketing Communications is and how it works; Parts 3 and 4 look at the practical management and tools of Marketing Communications; and Part 5 covers its emerging relationships with the media. Finally part 6 covers its connection to special audiences.

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