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The changes happening in the world of advertising are leading marketers and their agencies to approach advertising and promotion from an integrated marketing communications (IMC) perspective, which calls for a "big picture" approach to planning marketing and promotion programs and coordinating the various communication functions.

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communications perspective by Belch, George E. (George Edward), 1951 - author. Publication date 2007 Topics Advertising, Sales promotion, Communication in marketing, Reclame, Promotie (public relations), Marketing, Werbung, Marknadsföring, Reklam, Publicidad, Promoción de ventas

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The Ultimate Guide to Integrated Marketing
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the customer, including advertising and public relations. The marketer must choose which is the best form of promotion for the target audience, so he or she will develop a marketing plan.

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