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imc concepts in chapter 18 this is a wrap up technique to pull the imc discussion together into a more coherent conclusion about the advertising imc principles and practice advertising principles and practice 7th edition Aug 27, 2020 Posted By Karl May Public Library

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Chapter 2 Integrated Brand Communication

marketing mix is discussed, along with other basic principles of strategic market planning, such differentiation, competitive advantage, push strategy, pull strategy and added value Next, integrated marketing communications (IMC) is defined, and then the ...