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Prof. Percy is the author of Strategies for Implementing Integrated Marketing Communication, and co-author or author of eight other books on marketing strategy and advertising theory, including the leading graduate textbook worldwide in advertising management.

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Larry Percy is Professor of Marketing at the Copenhagen Business School, as well as a marketing and communications consultant with more than 40 years' experience. Dr Percy

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has previously held posts at University of Pittsburgh's Katz Graduate School of Business, the University of Oxford, Luiss Business School in Rome, and the Stockholm School of Economics.

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Larry Percy is the author of Strategic Advertising Management (3.10 avg rating, 21 ratings, 5 reviews, published 2002), Strategic Integrated Marketing

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to determine the most effective and consistent message for your target audience. As such, it depends upon identifying the best positioning, generating positive brand attitude, a consistent reinforcement of the brand's message through IMC channels, and ensuring that all marketing communication supports the company's overall identity, image, and reputation. This textbook is a roadmap to achieving this, thoroughly updated to reflect the dynamic changes in the area since the first edition was published. New to this edition: New sections on social media and how to integrate them into your marketing function New chapter on message development and an enhanced chapter on the IMC plan Robust pedagogy to help reinforce learning and memory Enhanced teaching

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prepare their courses Brand new real-life case study vignettes

This exciting and comprehensive new textbook deals with all aspects of integrated marketing communication from a strategic perspective.

Integrated Marketing Communications is planning in a systematic way to determine the most effective and consistent message for appropriate target audiences. The book shows clearly that this is rarely achieved in organisations where the needs of the brand can become lost in managerial needs to pursue IMC budgets- i.e. the share of the internal pie is more important than the external impact. It demonstrates that IMC is not just the utilisation of multiple communications options in a campaign but depends on-
* Effective brands having the right

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positioning and brand attitude * The use of IMC to ensure that that all aspects of the brand communications reinforce the brand message consistently * That IMC is ensures that all marketing communications for brands also support the company's overall identity, image and reputation

A comprehensive book covering all areas of integrated marketing communications and combining rigorous empirical research with a wider perspective on the social and cultural aspects of advertising. Percy and Elliott deal with advertising from a strategic rather than simply a descriptive standpoint, starting out with a broad look at what advertising is meant to do and then explaining what it takes to develop effective advertising and promotion. The book contains

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numerous examples of successful advertising images alongside accompanying commentary to illustrate what goes into making an effective advertisement. Case studies are used to illustrate the application of the various theories discussed and each chapter concludes with a number of empirical exercises and a range of discussion and essay questions.

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This edition of this bestselling advertising and promotion management text contains a wealth of radically new material, although it is

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still based on the highly-regarded Rossiter and Percy framework. It is primarily aimed at students at the MBA level who are taking courses in advertising management or marketing communications, rather than undergraduates taking descriptive courses in advertising. Although much of the coverage is radically new, the text is based upon the highly-regarded Rossiter-Percy framework for advertising communications and promotion management introduced in the first edition in 1987. The new name for the revision reflects the integration of mainstream advertising with corporate communications, direct response advertising, and promotions. A completely new section, Part 5, covers integrated communications strategy. Part 6 on Media Strategy has been expanded to incorporate both

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traditional advertising media and the new media. A broader perspective has been taken throughout the new edition, with more emphasis on corporate communications and business products and services in addition to the traditional focus on consumer packaged goods.

"Drive measurable, repeatable online sales with search marketing, usability, CRM, and analytics"--Cover.

Now in its second edition, this textbook explores the continuing transformation of advertising, sales promotion, and public relations functions within the marketing discipline. The content focuses on emerging new technologies, as well as established digital and legacy media, as the reader is guided through the process of

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developing and implementing a comprehensive Integrated Marketing Communication plan for companies, organizations, and brands. Clear, concise, and practical, the book takes the reader through consumer, market, and competitive research; creative conceptualization; market segmentation, identification of a target audience, and brand positioning; as well as strategic decisions involving the timing, placement, and intensity of advertising, sales promotion, public relations, and brand visibility. The new edition emphasizes the importance of social media, website development, search engine optimization, mobile marketing, brand promotion events, and retail store connectivity. Updated to include more digital content with detailed international examples, this new edition adds four new chapters

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including Integrated Marketing Communication objectives, budgets, and metrics, legacy media planning, business-to-business marketing strategies, and innovative technologies with topics such as artificial intelligence, predictive analytics, synthetic media, virtual reality, and voice marketing. Upper-level undergraduate and postgraduate students will appreciate this lucid, up-to-date text, as will business professionals in executive education and certificate programs. Experiential learning is provided with chapter assignments and a continuity case study woven into the textbook. The second edition is also accompanied by robust online resources, including PowerPoint slides, chapter videos, lecture notes, classroom exercises, digital flash cards, test banks, an

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Now in its third edition, this comprehensive text offers a classroom-tested, step-by-step approach to the creative processes and strategies for

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effective integrated marketing communication (IMC). 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.

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