

ESSENTIALS OF MARKETING COMMUNICATIONS

CHRIS FILL



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Marketing Communications Chris Fill

**Graham Hughes,Chris Fill,Scott De
Francesco**



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Essentials of Marketing Communications Chris Fill, 2011-07-21 *Essentials of Marketing Communications* offers a concise and student friendly introduction to the principles and theories of marketing communications Written in a lively and engaging style the book provides you with a coherent and consistent text blending marketing communications principles and theory with practice Divided into three parts the book considers the strategic issues associated with managing marketing communications activities before moving on to look at branding budgeting and evaluation issues and concluding with chapters on stakeholders international marketing communications and the operations and personnel involved in the industry The book is the essential companion for undergraduate and postgraduate students studying Marketing Communications It is also an invaluable resource for students studying for professional marketing qualifications most notably those studying courses offered by the Chartered Institute of Marketing The full text downloaded to your computer With eBooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf available as a free download available online and also via the iPad and Android apps Upon purchase you ll gain instant access to this eBook Time limit The eBooks products do not have an expiry date You will continue to access your digital ebook products whilst you have your Bookshelf installed *Marketing Communications 2006-2007* Graham Hughes, Chris Fill, 2006 Elsevier Butterworth Heinemann s 2006 2007 Official CIM Coursebook series offers you the complete package for exam success Comprising fully updated Coursebook texts that are revised annually and independently reviewed The only coursebooks recommended by CIM include free online

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