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## **Integrated Advertising, Promotion, and Marketing ...**

Integrated Advertising, Promotion and Marketing Communications was assigned reading for a recent class in Integrating the Marketing Message -- and was an excellent choice by the instructor. The chapters were organized in a way that made sense, particularly for a student like myself who had been away from the classroom for many years.

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Integrated marketing communication refers to integrating all the methods of

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brand promotion to promote a particular product or service among target customers. In integrated marketing communication, all aspects of marketing communication work together for increased sales and maximum cost effectiveness.

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Integrated Advertising, Promotion, and Marketing Communications speaks to an evolved definition of integrated marketing and teaches you how to effectively communicate in the business world. It champions the importance of integrating all marketing communications and helps you understand how communications are produced and transmitted.

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### **Integrated Marketing Definitions - Definition of ...**

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