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Principles of Integrated Marketing Communications: A Malaysia Casebook Hasrina Mustafa, Siti Aishah Chu Abdullah, Shuhaida Md Noor, 2022-10-18 This book is written primarily as an introductory textbook aimed for both undergraduate and postgraduate students of all institutions of higher learning in the areas of marketing communication

advertising and promotion It is packed with comprehensive discussion on the essential aspects of integrated marketing communication IMC covering on the topics on the conceptualisation tools process of implementation related models and theories and IMC s measurement of effect Readers will also learn practical IMC experience through award winning case studies provided by member agencies of the Association of Accredited Advertising Agents Malaysia 4As and other cutting edge companies and brands such as Maxis Malaysia Airports Holdings Berhad KFC Langkawi Development Authority Universiti Sains Malaysia and Wipro Unza For both students and practitioners in the areas of marketing communication advertising and promotion Principles of Integrated Marketing Communications A Malaysia Casebook is an essential guide towards unified and seamless IMC experience **Advertising and IMC** Sandra Moriarty,Nancy Mitchell,Charles Wood,William Wells,2018-01-12 NOTE This edition features the same content as the traditional text in a convenient three hole punched loose leaf version Student Value Editions also offer a great value this format costs significantly less than a new textbook Before purchasing check with your instructor or review your course syllabus to ensure that you select the correct ISBN For Student Value Editions that include MyLab TM or Mastering TM several versions may exist for each title including customized versions for individual schools and registrations are not transferable In addition you may need a Course ID provided by your instructor to register for and use MyLab or Mastering platforms For courses in introductory advertising Increase the relevancy and effectiveness of marketing communications Advertising MyLab TM Marketing does not come packaged with this content Students if interested in purchasing this title with MyLab Marketing ask your instructor to confirm the correct package ISBN and Course ID Instructors contact your Pearson representative for more information If you would like to purchase both the loose leaf version of the text and MyLab Marketing search for 0134830121 9780134830124 Advertising IMC Principles and Practice Student Value Edition Plus MyLab Marketing with Pearson eText Access Card Package 11 e Package consists of 0134450620 9780134450629 MyLab Marketing with Pearson eText Access Card for Advertising IMC Principles and Practice 0134481682 9780134481685 Advertising IMC Principles and Practice Student Value Edition

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