

Introduction to Marketing Communications: An Integrated Approach By John Burnett

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Librarian note: There is than one author in the GoodReads database with this name This book focuses on the wide range of areas included in marketing communication and the tools and techniques needed to create an integrated approach. **PDF Introduction to Marketing communications recruiting** *International examples acknowledge that integrated marketing communication exists and is practiced throughout a global community: **Introduction to Marketing Communications book** *Real-world profiles of young executives describe a variety of jobs career paths and views on how to get ahead in marketing communication: **Introduction to Marketing Communications ebooks online** *Each chapter contains an IMC in Action IMC in Focus and an Ethics Box: **Introduction to Marketing Communications ebook3000** Introduction to Marketing Communications: An Integrated Approach

