



Advertising & IMC

PRINCIPLES
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eleventh edition

Advertising Imc Principles And Practice 10th Edition

**Sandra Ernst Moriarty, Nancy
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comprehensively answered inside this Australian adaptation of the US text Advertising IMC Principles and Practice by Moriarty Mitchell and Wells **ADVERTISING & IMC SANDRA. MITCHELL MORIARTY (NANCY. WELLS, WILLIAM.),2014** **Advertising & IMC** Sandra Moriarty,Nancy Mitchell,Charles Wood,William D Wells,2019-08-02 NOTE Before purchasing check with your instructor to ensure you select the correct ISBN Several versions of the MyLab TM and Mastering TM platforms exist for each title and registrations are not transferable To register for and use MyLab or Mastering you may also need a Course ID which your instructor will provide Used books rentals and purchases made outside of Pearson If purchasing or renting from companies other than Pearson the access codes for the MyLab platform may not be included may be incorrect or may be previously redeemed Check with the seller before completing your purchase For courses in introductory advertising This package includes MyLab Marketing Increase the relevancy and effectiveness of marketing communications Advertising IMC Principles and Practice presents the strategic use of communications to engage different types of consumers Covering advertising public relations direct marketing promotion and more Advertising IMC uses examples of award winning brand campaigns contributions from experts and enduring principles and practices to provide readers with a practical guide to executing integrated marketing communications And with a new author joining the team the 11th Edition features a significant reorganization and revision of the material Now readers will understand not only the types of marketing communication possible but also their application of strategy and planning and how these areas work together ensuring they re prepared to deal with the latest industry practices in their future careers Personalize learning with MyLab Marketing By combining trusted author content with digital tools and a flexible platform MyLab personalizes the learning experience and improves results for each student 0134830113 9780134830117 Advertising IMC Principles and Practice Plus MyLab Marketing with Pearson eText Access Card Package Package consists of 0134450620 9780134450629 MyLab Marketing with Pearson eText Access Card for Advertising IMC Principles and Practice 0134480430 9780134480435 Advertising IMC Principles and Practice Advertising William Wells,John Burnett,Sandra Moriarty,2002 This introduction to both the theory and practice of advertising provides important insights into how advertising is done

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