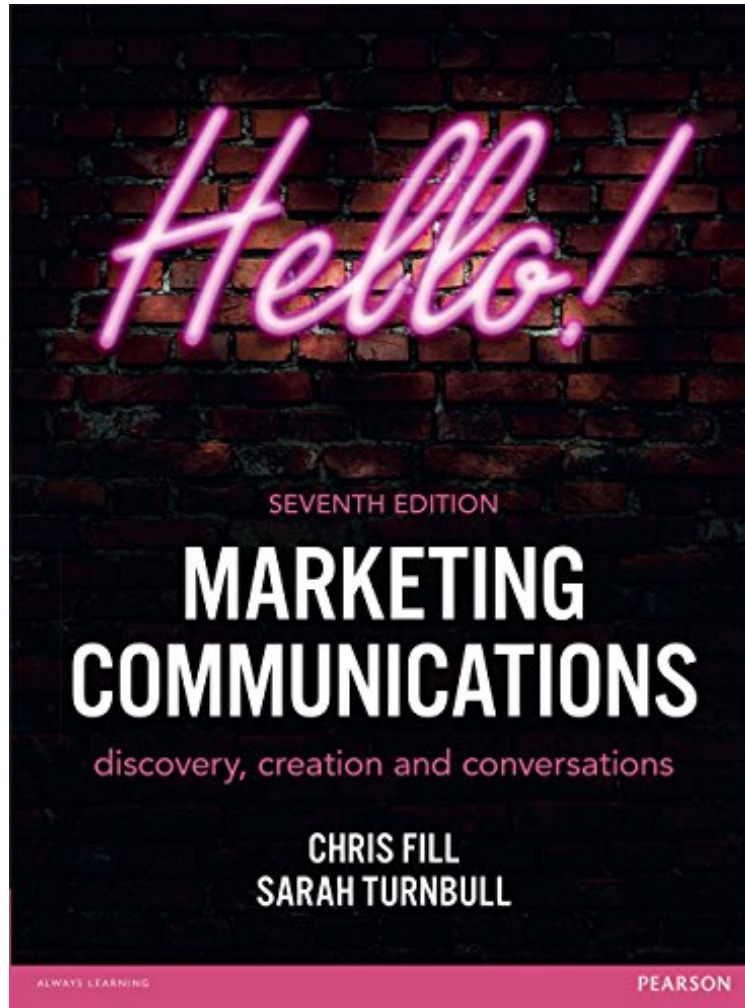


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Marketing Communications (Expo)

Chris Fill, Sarah Turnbull

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Chris Fill, Sarah Turnbull : Marketing Communications (Expo) before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Communications (Expo):

Marketing Communications

From the Back Cover…quite simply the best introduction to Marketing Communications that I have read. Chris Fill and Sarah Turnbull have managed to produce a book, now in its seventh edition, that is exceptionally easy to read and thoroughly up-to-date. Its viewpoints, scholarly synopses and engaging content will enliven the learning experience of every student who reads it’. Anthony Patterson, University of Liverpool. ‘The very best fusion of academic intelligence and contemporary commercial communications practice

available. Rod Radford MBA, FCIM, FCMI, Chartered Marketer Manager Marketing Communications Degree Leader, Sheffield Business School, Sheffield Hallam University; Chris Fillis's books have been my core recommended texts for years. This 7th Edition with the addition of Sarah Turnbull takes another leap forward and does not disappoint. It strikes the balance between theory and practice, is well structured, and is packed with insight." Dr Jonathan A.J. Wilson Programme Director, Postgraduate Marketing degrees, University of Greenwich; Marketing Communications, seventh edition. This seventh edition of Marketing Communications provides both a rich source of theory and an invaluable insight into how brands create communications and engage audiences in brand conversations. With contributions from brand owners and their advertising agencies from around the world, the book provides a unique blend of the theory and practice of brand communications. Sarah Turnbull joins Chris Fill as co-author on the seventh edition and together their passion for marketing communications comes alive in this book as they share their expertise and experience. Its strong theoretical underpinning and selection of contemporary case studies makes this the definitive text for undergraduate and postgraduate students in marketing, marketing with psychology, advertising, business studies and other marketing-related programmes. It is recognised as the authoritative text for professional courses such as The Chartered Institute of Marketing and is supported by the Institute of Practitioners in Advertising. About the authors: Chris Fill BA, MSc, FCIM, is a Director of Fill Associates. Chris has authored over 30 textbooks, published papers in many leading academic journals, and is internationally recognised for his contribution to marketing communications. He is a Fellow and former Senior Examiner at the Chartered Institute of Marketing. Sarah Turnbull PhD, MBA, MSc, FCIM, FHEA is a Principal Lecturer at the University of Portsmouth and a Fellow of The Chartered Institute of Marketing. Prior to joining academia she worked in a number of global advertising agencies and spent 8 years as Account Director on the Emirates account in Dubai.