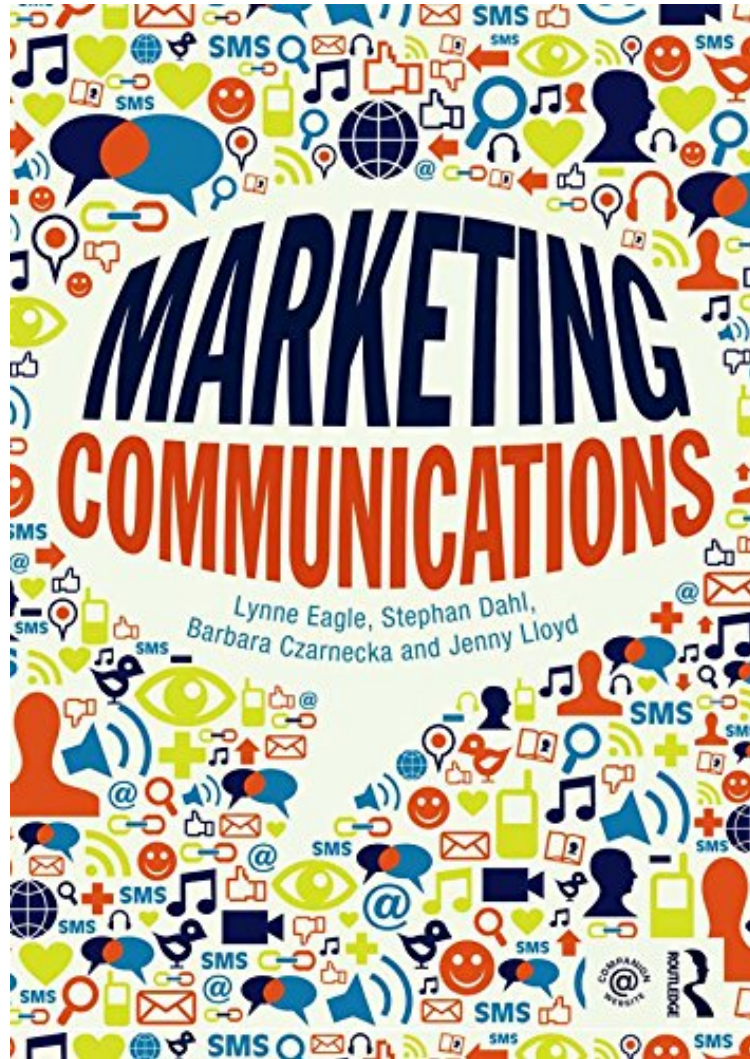


Marketing Communications

Lynne Eagle, Stephan Dahl, Barbara Czarnecka, Jenny Lloyd

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Lynne Eagle, Stephan Dahl, Barbara Czarnecka, Jenny Lloyd : Marketing Communications before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing Communications:

0 of 0 people found the following review helpful. Five StarsBy Stacy Harrisonarrived as expected. Order for someone else0 of 0 people found the following review helpful. greatestBy CustomerGreat

With the proliferation of digital and social media, there has never been a more dynamic time to engage with marketing communications - and never has the integration of marketing communications (marcoms) principles into a strategic marketing plan been more challenging. Even the best product in the world won't sell without the right reach to your potential customers and the right message to engage them. This textbook applies a uniquely practical approach to the topic so that, whilst a structured overview of planning, development, implementation and evaluation of marketing

communications is in place, the detailed cases made available by the Institute for Practitioners in Advertising (IPA) show how actual challenges faced by professionals in the field were addressed. This book will help you to develop the skills you need to turn theory into the right integrated communication plan, in order to succeed in an increasingly competitive environment. Aided by a veritable wealth of pedagogical features, Marketing Communications will be essential reading for both students and professionals in marketing, communications and public relations. This textbook also benefits from a companion website which includes a comprehensive instructor's guide with PowerPoint slides, testbank questions and answer checklists.

Marketing Communications contributes to a wider understanding of how digital and social media is now a crucial basis for any successful marketing plan. Students and industry professionals can benefit from the practical approach of the book, and its supporting real life industry case studies, while also facing the ethical issues that surround social media.

- Jo Bates, Lecturer, University College Birmingham

This text is a truly holistic approach to marketing communications learning, with the provision of unique opportunities to implement the presented concepts and frameworks in practice.

- Dr Natalia Yannopoulou, Senior Lecturer, Newcastle University Business School, UK

About the Author

Lynne Eagle holds a PhD from the University of Auckland in her native New Zealand. She is currently Professor of Marketing and Associate Dean - Research for the Faculty at James Cook University in Australia. Stephan Dahl holds a PhD in Cross-Cultural Psychology (University of Luton, UK). He is currently Senior Lecturer in Marketing at Hull University Business School, UK. Barbara Czarnecka holds a PhD in Marketing (Middlesex University, London, UK) and currently, she is Senior Lecturer of Marketing at the University of Bedfordshire, UK. Jenny Lloyd holds a PhD from the University of the West of England, UK where she currently holds the post of Associate Head of Department for Undergraduate Marketing.