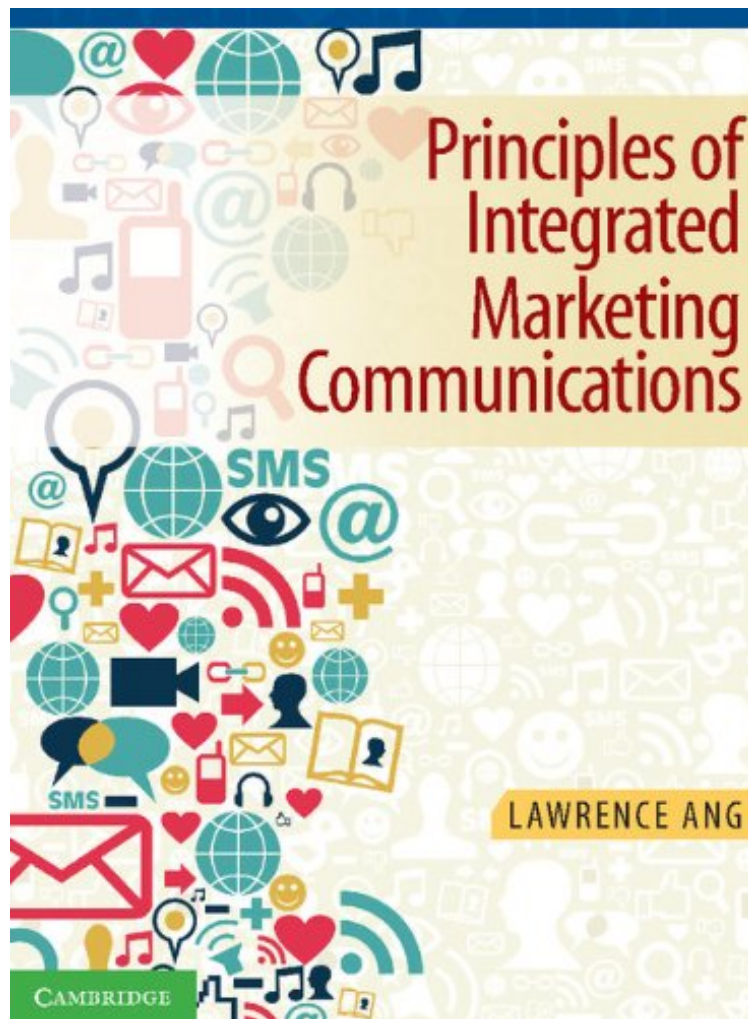


Principles of Integrated Marketing Communications: A Focus on New Technologies and Advanced Theories

Lawrence Ang

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Lawrence Ang : Principles of Integrated Marketing Communications: A Focus on New Technologies and Advanced Theories before purchasing it in order to gauge whether or not it would be worth my time, and all praised Principles of Integrated Marketing Communications: A Focus on New Technologies and Advanced Theories:

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Principles of Integrated Marketing Communications: A Focus on New Technologies and Advanced Theories explains the principles and practice of implementing an effective marketing strategy using a variety of channels and techniques, such as brand equity, advertising and personal selling. It equips students with the knowledge to develop sophisticated

marketing campaigns for contemporary business environments. Designed to introduce students to IMC in an engaging way, this valuable resource covers the latest concepts and tools in marketing and communications - from theories of social influence to the growing use of social media. Each chapter contains a 'Further thinking' section, giving students the opportunity to extend their understanding of the conceptual and historical underpinnings of IMC and teaching them how to analyse and overcome problems when devising an IMC strategy. Each chapter also includes learning objectives and review questions, to reinforce knowledge. Extensive additional material - including extra case studies and topical multimedia files - is available on the companion website.

'I really like the book and the approach, it's refreshingly different which is what I have been looking for. It is also not American-saturated which is a great relief ... The book reads very well and is properly oriented into marketing thinking not advertising. ... What appeals to me most about Lawrence's book is the strong marketing focus - I teach marketing students not advertising students so have been wanting a text that focuses on aspects marketers want to know about! The thinking questions are also excellent and I will be using those to help me put the assignments together.' Kate Jones, Auckland University of Technology

Highlights of the book include its engaging writing style and its judicious use of evidence to support theories and claims. Its length is suitable for teaching needs, and I will be recommending it to colleagues.' Robert East, Kingston Business School, Kingston University London

About the Author Lawrence Ang is Associate Professor in Marketing at Macquarie University, Australia. Prior to joining the Department of Marketing and Management in June 2007, Lawrence was a faculty member at the Macquarie Graduate School of Management (MGSM); and before that, he worked for many years as a senior marketing research consultant and manager.