



Integrated Advertising, Promotion, and Marketing Communications (6th Edition)

By Kenneth E. Clow, Donald E. Baack

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Directed primarily toward undergraduate Marketing college/university majors, this text also provides practical content to current and aspiring industry professionals.

The carefully integrated approach of this text blends advertising, promotions, and marketing communications together, providing readers with the information they need to understand the process and benefits of successful IMC campaigns.

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Editorial Review

From the Back Cover

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- Instructions and row-by-row help are provided throughout the software.
- Use the print command to print out a beautifully formatted document that automatically merges text, tables, and charts.

About the Author

Dr. Kenneth E. Clow is a professor of Marketing in the College of Business Administration at the University of Louisiana at Monroe. Previously, he served as the Dean for the University of North Carolina at Pembroke and as the MBA Director at Pittsburg State University. He obtained his PhD from the University of Arkansas in 1992. Dr. Clow has published over 220 articles in academic journals and proceedings and has written a number of books, including *Integrated Advertising, Promotions, and Marketing Communications*, 6th edition, *Essentials of Marketing*, 4th edition, *Sports Marketing*, and *Marketing Management*. His articles appear in journals such as *Journal of Business Research*, *The Journal of Marketing Management*, the *Journal of Services Marketing*, the *Journal of Contemporary Business Issues*, the *Journal of Restaurant and Foodservices Marketing*, *Journal of Professional Services Marketing*, *Services Marketing Quarterly* and *The Journal of Hospitality and Leisure Marketing*.

Donald Baack holds the rank of University Professor of management at Pittsburg (Kansas) State University, where he has taught since 1988. He previously held positions at Southwest Missouri State University, Missouri Southern State College, and Dana College. Baack received his Ph.D. from the University of Nebraska in 1987. His primary area of study was Organization and Management Theory.

Professor Baack is a Consulting Editor for the "Journal of Managerial Issues" and has published in the journal. He has also published in "Human Relations, Journal of High Technology Management Research, Journal of Ministry Marketing and Management, Journal of Management Inquiry, Journal of Customer Service in Marketing, Journal of Professional Services Marketing, Journal of Global Awareness, Journal of Business Ethics, Journal of Euromarketing, Journal of Nonprofit and Public Sector Marketing, "and" "the" Journal of Advertising Research."

Dr. Baack has authored "Organizational Behavior" (Dane), "International Business" (Glencoe/McGraw-Hill), and "Integrated" "Advertising, Promotion, and Marketing Communications" (Prentice Hall, co-author

to Kenneth D. Clow). Clow and Baack also wrote the "Concise Encyclopedia of Advertising" (Haworth). Baack and his son Daniel W. Baack recently prepared a series of 10 modules entitled "Ethics Across the Curriculum" for Pearson Custom Publishing. He also published three popular press books in the area of romance/self help.

Baack has been active in the Southwest Academy of Management for many years, serving as its President in 1996. He was nominated for SWAM's Distinguished Educator award in 2007 and 2008. He is married (Pamela) with three children.

Users Review

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