



Integrated Advertising, Promotion, and Marketing Communications, Student Value Edition (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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From the Back Cover

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- Sample plans are included for all combinations of business types--product or service-based organizations that serve consumers or businesses. A non-profit sample advertising plan is also included.
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- The Task Manager guides you through each step. All tables, charts, and text outlines are customized for your specific needs.
- Contains the tables and essential charts every advertising plan should contain, plus the flexibility to add others.
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- Use the print command to print out a beautifully formatted document that automatically merges text, tables, and charts.

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