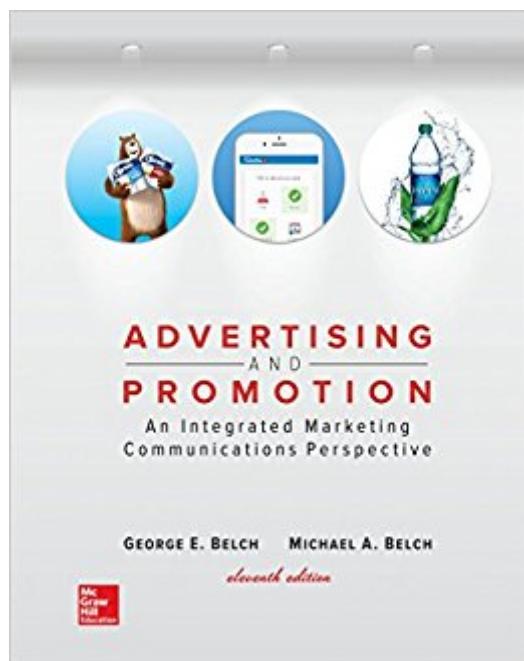


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# Advertising And Promotion: An Integrated Marketing Communications Perspective (Irwin Marketing)



## **Synopsis**

To effectively plan, implement, and evaluate Integrated Marketing Communications (IMC) programs, one must understand the overall marketing process, consumer behavior, and communications theory. Belch/Belch's Advertising and Promotion: An Integrated Marketing Communications Perspective draws from the authors' extensive research in advertising, consumer behavior, communications, marketing, sales promotion, and other fields to give students a basis for understanding the marketing communications process, how it influences consumer decision making, and how to develop promotional strategies. In addition to thorough coverage of advertising, Belch's eleventh edition has chapters on sales promotion, direct marketing, the Internet including social media and mobile marketing, support media such as outdoor advertising, product placement and integration, and publicity/public relations, with emphasis on the integration of advertising with other promotional-mix elements and the need to understand their role and overall contribution.

## **Book Information**

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## **Customer Reviews**

Professor and chairman of the Marketing department at San Diego State University. He received a B.S. in Marketing from Penn State University, an M.S. in Marketing from the University of Colorado and a Ph.D. in Marketing from the University of California, Los Angeles. He has published numerous articles in prominent journals. Professor of Marketing at San Diego State University. He received his B.S. degree in Marketing from Penn State University, his M.B.A. from Drexel University, and his Ph.D. in Consumer Behavior from the University of Pittsburgh. He has published articles on advertising and marketing in a variety of journals and serves on the editorial board of the Journal of

Advertising. He also consults for a number of companies in the areas of advertising, marketing strategy, and amrketing research.

My seller was awesome; shipped promptly and the book is in great condition. No comment about the book itself, I just got it today. My rating is because of the listing itself - whatever idiot created the listing said it has 1760 pages for the hardcover, and 842 for the softcover, "global" edition. Well, the hardcover also has 842 pages, not 1760 as described in the listing. I wouldn't be so pissed about it, except that I was expecting a 1760 page book, had a problem with a previous seller where this was ONE of the points of contention. SOMEBODY needs to correct the stupid listing.

Typical marketing text books full of interesting cases and examples. The writing is at times a bit boring and sterile, and I don't like that definitions of important concepts are not highlighted enough, let alone reiterated in the margins, as it is done in many other such texts. Chapters tend to be a bit long, but it is a fine text book. I'm reading it as an MBA student, and must say this book is very much geared towards undergrads about to start their first job (this is obviously not the author's fault, but in case a professor reads this, this might be worth noting).

0 STARS IF I COULD! As the other one-star review mentioned, this book is total crap. It is full of useless examples. Every other sentence you read, there's a damn example. The authors seem to LOVE adding in useless sentences. In Chapter 10 (TV and Radio), the poorly written books states, "Zapping refers to changing channels.....Nearly all [TVs] come with remote controls, which enable viewers to switch channels" (p381). Oh really? I have never heard of a damn remote nor have I never seen more than one TV in my life! This book angers me so much. Once I read that sentence I just had to write a review on this crap book. This is the worst textbook I have ever read. Whoever edited this book should be fired (dont get me started on the authors). The book would be half it's size if a competent author wrote it. Don't waste your time and money on this book. Professors, I beg of you DO NOT have this as your textbook.

I rented the version for kindle a week ago, and received the confirmation email. The book shows up under the digital orders section of "manage devices" and yet every time I try to "deliver" it to my Kindle for Mac it fails to show up in my library... even after waiting for quite some time. It seems to be a technical problem on 's side. However, I have had a very hard time finding a way to voice this problem to and thus decided to write a review in hopes that something can be resolved.

I had to use this book for one of my business classes. One of the more easy reading textbooks I have ever read.

The worst marketing textbook ever. It was required by my professor but I could have simplified all 91923982389198732918723 pages into probably 10 paragraphs. Outdated, inefficient, completely unnecessary and super boring. And this is coming from someone who is sick because I generally enjoy reading dry textbooks. Avoid this book if you can!

Seemed a little outdated to me for a text that teaches on marketing. An industry that you want to be a head of not behind in.

Very basic insight into advertising. It's almost like if you've seen a commercial, you can understand this entire book.

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