



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

Lawrence Ang

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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.

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