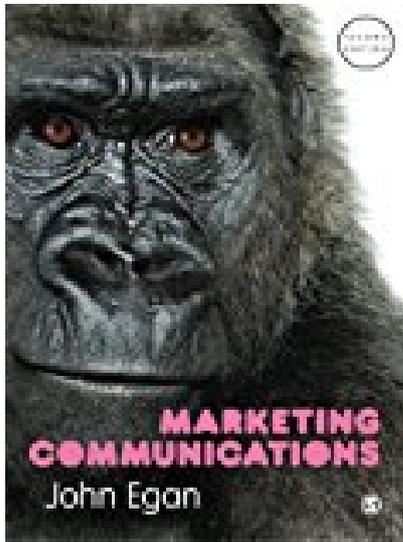


Marketing Communications



BOOK DETAILS

- Author : John Egan
- Pages : 440 Pages
- Publisher : SAGE Publications Ltd
- Language : English
- ISBN : 144625903X

 DOWNLOAD

BOOK SYNOPSIS

How many marketing messages do you think you see a day? Why do some stick with us more than others? Why do we all remember the Cadbury's gorilla drummer or the Budweiser Frogs? What do they say about the brand? How will you communicate your own marketing messages just as successfully? In this textbook, John Egan draws on years of both industry and academic experience to explain the why as well as the how of marketing communications. It covers all the essential topics that are relevant to your marketing communications course in a relatable and easy-to-read style. 'Insight' boxes provide insight into some of the latest industry practices, and with engaging examples ranging from HSBC to James Bond, to the Arab Spring and One Direction, this textbook will not only provide you with a solid foundation for working in 'marcoms'; it will make your study fun along the way. For those looking to get ahead of their classmates and other job candidates, the textbook includes coverage of topical issues such as new technologies, ethical marketing and the regulatory environment to help you consider some of the cutting edge debates for assignments and future employment. There is also a companion website with additional study materials to help you go one further and stay ahead of the pack: study.sagepub.com/egan This textbook is essential reading for all marketing communications courses at undergraduate and postgraduate levels as well as professional courses in Marketing.

MARKETING COMMUNICATIONS - Are you looking for Ebook Marketing Communications? You will be glad to know that right now Marketing Communications is available on our online library. With our online resources, you can find Applied Numerical Methods With Matlab Solution Manual 3rd Edition or just about any type of ebooks, for any type of product. Best of all, they are entirely free to find, use and download, so there is no cost or stress at all. Marketing Communications may not make exciting reading, but Applied Numerical Methods With Matlab Solution Manual 3rd Edition is packed with valuable instructions, information and warnings. We also have many ebooks and user guide is also related with Marketing Communications and many other ebooks. We have made it easy for you to find a PDF Ebooks without any digging. And by having access to our ebooks online or by storing it on your computer, you have convenient answers with Marketing Communications. To get started finding Marketing Communications, you are right to find our website which has a comprehensive collection of manuals listed.