



Principles of Advertising and IMC, Second Edition (SIE)

By Tom Duncan

Tata McGraw-Hill Education Pvt. Ltd., 2005. Softcover. Book Condition: New. 2nd edition. Table of contents PART I : HOW BRANDS ARE BUILT Chapter 1.Using advertising and promotion to Build Brands Chapter 2. IMC partners and industry organization Chapter 3. Brands and Stakeholder Relationships PART II : BASIC MC STRATEGIES FOR BUILDING BRANDS. Chapter 4. How brands communication works Chapter 5. Consumer Response Chapter 6. IMC Planning Chapter 7. Segmenting and Targeting Chapter 8. Data-Driven Communication PART III: CREATING, SENDING, AND RECEIVING BRAND MESSAGE. Chapter 9. Creative Message Strategies Chapter 10.Message Execution Chapter 11.Media Characteristics Chapter 12.The Internet and Interactivity Chapter 13.Advertising and IMC Media Planning PART IV : THE MARKETING COMMUNICATION FUNCTIONS . Chapter 14.Consumer Sales Promotional and Packaging Chapter 15 Channel Marketing: Trade Promotion and Co-marketing Chapter 16 Personal Selling Chapter 17 Public Relations and Brand Publicity Chapter 18.Direct marketing: The Dialogue Builder Chapter 19.Experiential Contact: Events, Sponsorship, and Customer Service PART V: THE BIG PICTURE. Chapter 20 Social, Ethical , and Legal Issues Chapter 21 International Marketing Communication Chapter 22.Measurement, Evaluation, and Effectiveness Endnotes Brand Index Name Index Subject Index Printed Pages: 755.



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