

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$1540.00

Editorial:

Año: 2006

Tema:

Edición: 3ª

Sinopsis

ISBN: 9780131866225

This volume takes a broader approach than Advertising or Promotions surveys and gives readers an integrated learning experience by incorporating Internet exercises and a Building an IMC Campaign project, with free Advertising Plan Pro software in every copy.

The volume addresses integrated marketing communications, corporate image and brand management, consumer buyer behavior, business-to-business buyer behavior, promotions opportunity analysis, advertising management, advertising design, both theoretical and executional frameworks, IMC promotional tools and integration tools.

For marketing professionals and ad agency account executives.