

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$718.00

Editorial:

Año: 2005

Tema:

Edición: 1ª

Sinopsis

ISBN: 9781741032697

This new textbook is for marketing managers as well as for potential marketing managers in graduate

and advanced undergraduate marketing communications and advertising management courses. For

most marketing managers, marketing mostly means planning and executing marketing communications

(marcoms). Marcoms are difficult to plan effectively because the customers of today have more choices and are not likely

to settle for less than what (they think and feel) is the best brand-item for them. Marcoms managers now more than

ever require clear theoretical frameworks and useful executional procedures, and Rossiter and Bellman provide

them as state-of-the-art in this book. Shown at right is the key schema for brand communications as in an ad or logo.