



Essentials of Marketing Communications

By Chris Fill

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Essentials of Marketing Communications offers a concise and student-friendly introduction to the principles and theories of marketing communications. Written in a lively and engaging style, the book provides you with a coherent and consistent text, blending marketing communications principles and theory with practice. Divided into three parts, the book considers the strategic issues associated with managing marketing communications activities before moving on to look at branding, budgeting and evaluation issues and concluding with chapters on stakeholders, international marketing communications, and the operations and personnel involved in the industry. The book is the essential companion for undergraduate and postgraduate students studying Marketing Communications. It is also an invaluable resource for students studying for professional marketing qualifications, most notably those studying courses offered by the Chartered Institute of Marketing.

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