

# IMC: Using Advertising and Promotion to Build Brands



This is an applied text with a strong brand message. Most books on the market teach functions but neglect integration and organisation, which should be the very foundation of marketing. This text answers the questions of when to use, how to use, and who should be involved in the interrelated functions of marketing today. It also teaches the cost effectiveness of developing brand relationship (managing the ongoing dialogue between buyer and seller) and how to integrate the consumer into business-to-business marketing vs. business-to-consumer marketing.

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