



Marketing Communications: Brands, Experiences & Participation (CIM Coursebook)

By Chris Fill

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Marketing Communications, 6th edition is the most complete and accessible introduction to marketing communications on the market. It combines breadth of coverage with a student-friendly style; and is an essential resource for Marketing and business degree students studying Marketing modules at undergraduate and postgraduate level. The text is structured in six parts: the first two sections focus on what Marketing Communications is and how it works; Parts 3 and 4 look at the practical management and tools of Marketing Communications; and Part 5 covers its emerging relationships with the media. Finally part 6 covers its connection to special audiences.

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Marketing Communications: Brands, Experiences & Participation (CIM Coursebook) By Chris Fill Bibliography

- Sales Rank: #2359216 in Books
- Published on: 2013-10-09
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 1.30" h x 7.60" w x 10.40" l, 3.48 pounds
- Binding: Paperback
- 820 pages

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Editorial Review

From the Back Cover

In addition to an extensive theoretical foundation, the sixth edition of *Marketing Communications* provides readers with a strongly applied perspective of this rapidly changing and fascinating discipline. Using case studies and examples of brands from around the world, plus invaluable support from the Institute of Practitioners in Advertising, this book provides a unique blend of the theory and practice of brand communications.

Chris Fill's book continues to be the definitive text for undergraduate and postgraduate students in marketing, business studies and other marketing-related programmes. It is also recognised as an invaluable complement for professional students, including those studying with the Chartered Institute of Marketing.

About the author

Chris Fill BA, MSc. FCIM, is a Director of Fillassociates. He works with lecturers and students at business schools in the UK and in Europe, is an Advisory Professor at Poitiers Business School, works with the Institute of Practitioners in Advertising and is a Fellow and former Senior Examiner at the Chartered Institute of Marketing. He has authored over 30 textbooks, published papers in many leading academic journals, and is internationally recognised for his contribution to *Marketing Communications*.
www.fillassociates.co.uk

"This book has always been THE definitive marketing communications 'authority' - but this new edition has capitalised on the increasing dynamism in the communications industry and really delivered the goods. This sixth edition offers an exciting and authoritative text which stimulates the reader and explores the most crucial contemporary issues in the fast-changing world of marketing communications." Professor Ruth Ashford, CIM Senator and Pro Vice Chancellor and Dean of Faculty of Business and Law, Manchester Metropolitan University

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