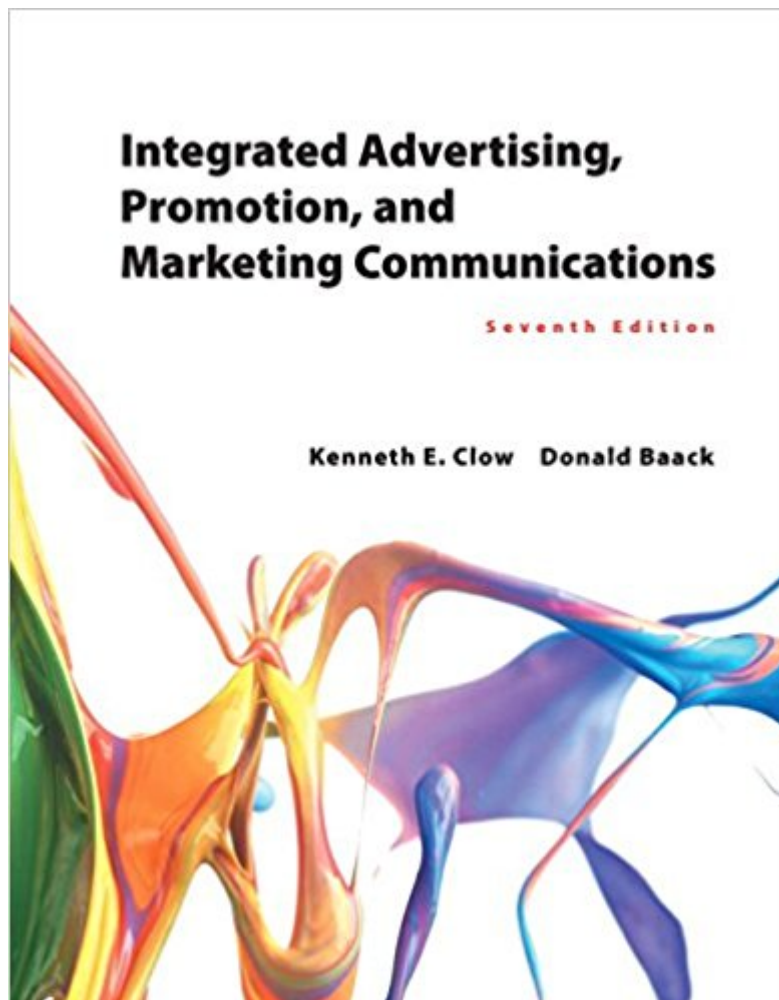




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Integrated Advertising, Promotion, And Marketing Communications (7th Edition)



Synopsis

NOTE: You are purchasing a standalone product; MyMarketingLab does not come packaged with this content. If you would like to purchase both the physical text and MyMarketingLab search for ISBN-10: 0133973115/ISBN-13: 9780133973112 . That package includes ISBN-10: 0133866335/ISBN-13: 9780133866339 and ISBN-10: 0133866971/ISBN-13: 9780133866971. A Modern Guide to Integrated Marketing Communications Integrated Advertising, Promotion, and Marketing Communications speaks to an evolved definition of integrated marketing and teaches students (of marketing or otherwise) how to effectively communicate in the business world. This text covers advertising and promotions, but also the role of social media, blogs, mobile messaging, and other marketing tactics. As marketing has evolved to include more stealth approaches, so has the text. To help students retain ideas, each chapter includes tools that allow them to apply concepts to real-life situations. The new Seventh Edition includes end-of-chapter blog exercises; links to articles, videos and social media; and new interviews with advertising professionals. Plus, with MyMarketingLab, students have access to interactive tools to help guide them through the entire promotional process. Also available with MyMarketingLab MyMarketingLab is an online homework, tutorial, and assessment program designed to work with this text to engage students and improve results. Within its structured environment, students practice what they learn, test their understanding, and pursue a personalized study plan that helps them better absorb course material and understand difficult concepts.

Book Information

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Customer Reviews

This book is pretty terrible. It is an extremely frustrating read, as it is littered with grammatical errors.

Many sentences are missing words, and do not make sense at all. I'm glad to see that these authors are charging top dollar for books, but can't be bothered to proof-read them before publishing.

"Economy Edition" translates into "We do not want to tell or show you it is really Indian Subcontinent version". Meaning it is intended for circulation in India, Bangladesh, Bhutan, Pakistan, Nepal, Sri Lanka and the Maldives. Having said that, luckily for myself and I'm sure many others, I have not come across any important differences. Just unethical business practice of hiding that fact (will not state so before purchase, and upon arrival stickers were placed over publication's statements of it).
Bought from LOW COST_FAST SHIP

This is a digest edition of the full textbook, so the fluff has been cut out for the sake of saving space and paper to make the core information cheaper to distribute and more affordable for students. The lessons to be learned are good and valuable, but it does seem weird to have black-and-white pictures of all of the advertising examples in the book. Also, there seems to be at least a handful of typos in each chapter: missing words, strange punctuation or a complete lack thereof, and incorrect word usage in a few places. This is unacceptable in a textbook. So, buy this book with a grain of salt.

While not necessarily a fault of the seller, this book is way overpriced. It looks like someone made copies at Staples, punched holes for a 3 ring binder, and wrapped it in cellophane. The least the publisher could have done was to include a 3-ring binder.

I have enjoyed this book. In most cases I can skim the sections I know, skipping examples, and do well on the tests so it is very well structured. There are lots of excellent examples flushing out contents for the total newbie. A lot of thought went into the projects and case studies. If you are looking for a good overview of marketing concepts and have a solid instructor to lead discussions about them, this is a great textbook. That's the good. The bad is that a number of examples are quite dated. For example, the book claims that Nintendo owns something like 82% of the video game market. How many years ago was this written and how would Sony and Microsoft respond? Intel's partnership with Gateway is mentioned in co-branding whereas the modern example would be Dell. Intel actually pays for 2/3 of Dell's advertising as part of the Intel Inside promotion. Furthermore, the book makes no mention of Account Planning, an increasingly important field in advertising. One would think we still lived in 1992 when the Account Executive was asked to handle all strategic

decisions. The book needs an overhaul in these ways but the essence is still very solid.[...]If you need to buy this textbook, buy it early, and make sure you get the CD. If you don't, send it back.

Let's be real - you're buying this for a class, it's a required text, you don't actually get a say in the quality. That said, this is a mediocre marketing textbook at best. The content is pretty haphazardly organized, the examples aren't terribly relevant, and enough of the concepts are poorly explained that even our professor admitted it. If you're okay with reading textbooks electronically I do recommend that, since the ebook version lets you search, bookmark, and highlight content, allowing you to quickly review specific concepts without having to flip through pages and potentially miss something.

This book had useful information, unfortunately it contains a lot of grammar and spelling errors. I feel as if this should have been corrected by the end of the tenth edition, but there is no way to change this now.

I'm glad I didn't purchase this book because there are a lot of typos in it that take the professionalism down a notch. The content is fine, though a bit sparse in some sections. I would have liked more content on B2B IMC programs and International uses for IMC programs. Overall though, it worked for the course I was taking.

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