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Advertising And Promotion: An Integrated Marketing Communications Perspective, 10th Edition



Synopsis

In this 10th edition, Belch/Belch introduces students to the fast-changing field of advertising and promotion. While advertising is its primary focus, it is more than just an introductory advertising text because there is more to most organisations' promotional programs than just advertising. The changes happening in the world of advertising are leading marketers and their agencies to approach advertising and promotion from an integrated marketing communications (IMC) perspective, which calls for a 'big picture' approach to planning marketing and promotion programs and coordinating the various communication functions. To understand the role of advertising and promotion in today's business world, one must recognise how a firm can use all the promotional tools to communicate with its customers. This 10th edition, with its integrated marketing communications perspective (the theme of the text), catapults the reader into the business practices of the 21st century.

Book Information

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Customer Reviews

Some text books are great reads. They are filled with information about the topic, include relevant examples, and explain things concisely. This book is not one of them. The information is buried in tons of redundant examples and verbose descriptions. There are also long winded real life stories that would add to the topic if the reader was not already bogged down in the overwhelming text. I never knew what a poorly written text book looked like until this semester. I saved this class for my senior year because it was the class that I most looked forward to. Having to read this book is ruining the class and taking time that could be better used studying for other classes or doing other

valuable activities.

My seller was awesome; shipped promptly and the book is in great condition. No comment about the book itself, I just got it today. My rating is because of the listing itself - whatever idiot created the listing said it has 1760 pages for the hardcover, and 842 for the softcover, "global" edition. Well, the hardcover also has 842 pages, not 1760 as described in the listing. I wouldn't be so pissed about it, except that I was expecting a 1760 page book, had a problem with a previous seller where this was ONE of the points of contention. SOMEBODY needs to correct the stupid listing.

Typical marketing text books full of interesting cases and examples. The writing is at times a bit boring and sterile, and I don't like that definitions of important concepts are not highlighted enough, let alone reiterated in the margins, as it is done in many other such texts. Chapters tend to be a bit long, but it is a fine text book. I'm reading it as an MBA student, and must say this book is very much geared towards undergrads about to start their first job (this is obviously not the author's fault, but in case a professor reads this, this might be worth noting).

This was a great text regarding IMC. Very thorough and relevant. A great tool to be used for Marketing Professionals. Loaded with real life examples that appropriately apply the concepts and theory presented.

I got the Kindle "rented" version for 3 months - it's ridiculously priced to buy or to rent - obscene and they should be ashamed. That said - the book, while slow going, is absolutely fascinating. I would take this class again just to read the rest of the book that I missed! It's updated fairly regularly every couple years it seems - I recommend it. Oh, and say goodbye to your money \$ka-ching!\$\$

The worst marketing textbook ever. It was required by my professor but I could have simplified all 91923982389198732918723 pages into probably 10 paragraphs. Outdated, inefficient, completely unnecessary and super boring. And this is coming from someone who is sick because I generally enjoy reading dry textbooks. Avoid this book if you can!

I rented the version for kindle a week ago, and received the confirmation email. The book shows up under the digital orders section of "manage devices" and yet every time I try to "deliver" it to my Kindle for Mac it fails to show up in my library... even after waiting for quite some time. It seems to

be a technical problem on 's side. However, I have had a very hard time finding a way to voice this problem to and thus decided to write a review in hopes that something can be resolved.

Please be advised that this version of the text does NOT have the same content as the US edition. The questions, while generally the same, differ slightly, as do the chapter introductions (which some questions are based off of). If you are looking for a cheap alternative to the US book and will be using it to answer questions in class, AVOID THIS VERSION.

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