

Essentials Of Marketing Communications By Chris Fill

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Essentials Of Marketing Communications By

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combination of one or more communication tools to (1) inform p.... The concept of designing marketing communications programs tha.... The process of conveying a message to others, and it requires.... 1. a source... 2. a message... 3. a channel of communication ...

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Abstract: "Essentials of Marketing Communications offers a concise and student-friendly introduction to the principles, theories and practice 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.

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