



Advertising IMC: Principles and Practice with MyMarketingLab, Global Edition (Mixed media product)

By Sandra E. Moriarty, Nancy D. Mitchell, William D. Wells

Pearson Education Limited, United Kingdom, 2014. Mixed media product. Condition: New. 10th edition. Language: N/A. Brand New Book. This package contains MORIARTY, Advertising IMC: Principles and Practice 10e and access to MyMarketingLab. Important information for students: You need both an access code and a course ID to access MyMarketingLab. Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. For introductory courses in advertising. An accessible, well-written, and student-friendly approach to advertising. Advertising tracks the changes in today's dynamic world of media and marketing communication—as well as the implications of these changes to traditional practice—and presents them to students through an accessible, well-written approach. The Tenth edition highlights the increasing importance of consumers as the driving force in today's advertising strategies, social media, and the Internet evolution/revolution. It also includes an increased IMC and brand focus. This package includes MyMarketingLab, an online homework, tutorial, and assessment system designed with a single purpose in mind; to improve the results of all higher education students, one student at a time. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain...



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