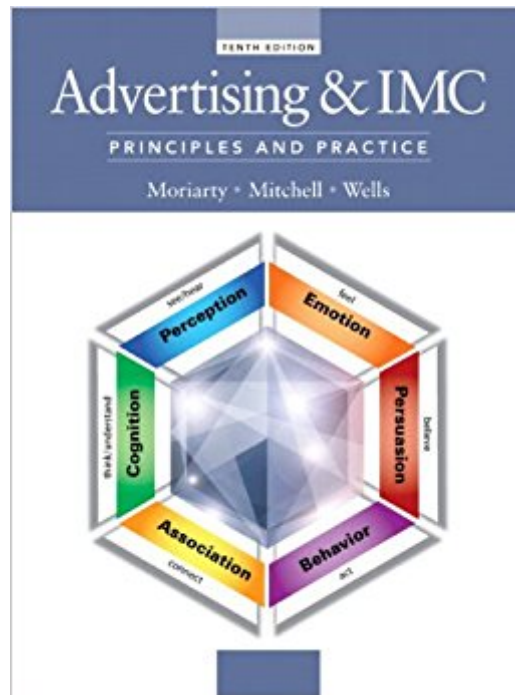




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# Advertising & IMC: Principles And Practice, 10th Edition



## Synopsis

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. • MyMarketingLab for Advertising is a total learning package. MyMarketingLab is an online homework, tutorial, and assessment program that truly engages students in learning. It helps students better prepare for class, quizzes, and exams "resulting in better performance in the course" and provides educators a dynamic set of tools for gauging individual and class progress. • This program will provide a better teaching and learning experience "for you and your students. Here's how:

- **Improve Results with MyMarketingLab:** MyMarketingLab delivers proven results in helping students succeed and provides engaging experiences that personalize learning.
- **Increased Integrated Marketing Communication (IMC) Focus:** The broader focus of IMC in this edition includes all the various forms of marketing communication "multi-platform, as well as multimedia" and the discussion is embedded seamlessly throughout the book.
- **Keep your Course Current and Relevant:** New examples, exercises, and research findings appear throughout the text.
- **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: 0133763536/ISBN-13: 9780133763539. That package includes ISBN-10: 0133506886/ISBN-13: 9780133506884 and ISBN-10: 0133575950/ISBN-13: 9780133575958.
- MyMarketingLab is not a self-paced technology and should only be purchased when required by an instructor.

## Book Information

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## Customer Reviews

Sandra Moriarty teaches in the integrated marketing communications graduate program at the University of Colorado, Boulder. Previously she taught in the department of advertising at Michigan State University and at the University of Kansas. Moriarty has also owned her own advertising and public relations agency, worked as a chief copywriter and public relations consultant and served as director of a university publications program. She has authored six other books on marketing-related topics. Tom Duncan is the director of the integrated marketing communications graduate program at the University of Colorado, Boulder. Previously he taught advertising and marketing at Ball State University. During 15 years of working for companies such as Leo Burnett and Beatrice Foods, Tom has prepared and given advertising presentations throughout the United States and in England, China, and Japan. He has conducted seminars on advertising and marketing communications in Europe and the Far East. Nancy Mitchell is associate professor of history at North Carolina State University. --This text refers to the Loose Leaf edition.

I had to purchase this book for class and was it was very helpful when the teacher was not.

Arrived in great condition

Used book that came in a good condition. The price on this book is awesome, I recommend.

I was not very impressed with this book. The information could have been condensed to about 50%. Most of the book was online rambling. It was shipped and delivered on time.

This book is jam-packed with content regarding all aspects of Advertising. There is also an impressive chapter on Public Relations, which is helpful for those who would like to see the whole picture in regards to Integrated Marketing Communications. If you purchase this book for educational purposes, take the time to read the chapters, which are overflowing with factual information. Highly recommended and a great reference for future referral on most aspects of

marketing. Glad I purchased and read it.

The book came in a binder which was not stated. Also it was half broken and the binder was completely falling apart. Not bad for the price, but very poor quality.

Its ok but some of the chapters are difficult to understand

Was expecting the US edition but received the global edition instead.

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