

Marketing Communication: New Approaches, Technologies, And Styles

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Number: 9780199276950 Author: KIMMEL A Publisher: OXFORD Edition: 1ST - 2005

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a crucial element that encourages the need of an integrating approach is the rapid evolution of technology. Integrated Marketing Communications: New Role

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how marketers are using an integrated marketing communications approach to New technologies such as digital Sony Style stores and expects

http://www.academia.edu/2963528/Integrated_Marketing_Communications

Integrated Marketing Communications is a simple concept. style leaders, Build a new communications plan.

<http://multimediamarketing.com/mkc/marketingcommunications/>

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technologists or agencies were best placed to implement new technology systems. How has the explosion of digital technology changed marketing?

<http://www.theguardian.com/media-network/media-network-blog/2014/sep/29/technology-changing-marketing-digital-media>

New Communications Approaches in largely by improvements in technology and how customers marketing communications strategy: New optimization

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<http://www.google.com/about/careers/teams/markcomm/>

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<http://en.wikipedia.org/wiki/Marketing>

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