

(Mobile book) Advertising and Promotion: An Integrated Marketing Communications Perspective (Irwin Marketing)

Advertising and Promotion: An Integrated Marketing Communications Perspective (Irwin Marketing)

George Belch

*DOC | *audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



+

READ ONLINE

#1066774 in eBooks 2014-01-10 2014-01-10 File Name: B00VF61VR4 | File size: 27.Mb

George Belch : Advertising and Promotion: An Integrated Marketing Communications Perspective (Irwin Marketing) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Advertising and Promotion: An Integrated Marketing Communications Perspective (Irwin Marketing):

1 of 1 people found the following review helpful. This LISTING is WRONG. By Rick Wingender 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. 0 of 0 people

found the following review helpful. Typical textbook - captures important concepts, gives good examples, but is a bit long-winded. By Christine Behrens-Hoguet 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). 0 of 0 people found the following review helpful. this book is total crap. It is full of useless examples. By Customer 0 STARS IF I COULD! As the other one-star review mentioned, this book is total crap. It is full of useless examples. Every other sentence you read, there's a damn example. The authors seem to LOVE adding in useless sentences. In Chapter 10 (TV and Radio), the poorly written book states, "Zapping refers to changing channels..... Nearly all [TVs] come with remote controls, which enable viewers to switch channels" (p381). Oh really? I have never heard of a damn remote nor have I never seen more than one TV in my life! This book angers me so much. Once I read that sentence I just had to write a review on this crap book. This is the worst textbook I have ever read. Whoever edited this book should be fired (don't get me started on the authors). The book would be half its size if a competent author wrote it. Don't waste your time and money on this book. Professors, I beg of you DO NOT have this as your textbook.

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.

About the Author Professor and chairman of the Marketing department at San Diego State University. He received a B.S. in Marketing from Penn State University, an M.S. in Marketing from the University of Colorado and a Ph.D. in Marketing from the University of California, Los Angeles. He has published numerous articles in prominent journals. Professor of Marketing at San Diego State University. He received his B.S. degree in Marketing from Penn State University, his M.B.A. from Drexel University, and his Ph.D. in Consumer Behavior from the University of Pittsburgh. He has published articles on advertising and marketing in a variety of journals and serves on the editorial board of the Journal of Advertising. He also consults for a number of companies in the areas of advertising, marketing strategy, and marketing research.