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On this page you find summaries, notes, study guides and many more for the study book Marketing Communications, written by Patrick De Pelsmacker & Maggie Geuens. The summaries are written by students themselves, which gives you the best possible insight into what is important to study about this book. Subjects like Master, Marketing Communications, Marketing Communication, IC, Pelsmacker ...

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De Pelsmacker, Patrick, Maggie Geuens, and J VAN DEN BERGH. Marketing Communications: a European Perspective. London: Pearson Education ; Financial Times ; Prentice ...

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Chapter 1 - Integrated marketing. What is integrated*

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communications? Definition: New way of looking at the whole as a flow of information from indistinguishable sources trying to reach a synergetic effect and obtain a seamless and homogeneous communications effort Good communications practice Includes various instruments from the ...

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Pearson - Marketing Communications: A European Perspective ...

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