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Combining Market Orientation and Integrated Marketing Communication in Marketing Communications Institution: Aarhus School of Business and Social Sciences (BSS)

Integrated Advertising, Promotion, and Marketing ...

<http://idybosovy.files.wordpress.com/2014/06/integrated-advertising-promotion-and-marketing-communications.pdf>

Integrated Advertising, Promotion, and Marketing Communications, 2012, Kenneth E. Clow, Donald Baack, John Peloza, 0138023174, 9780138023171, Pearson Canada,

ReMixing Marketing Communications

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The marketing communications mix ... Pelsmacker de, Patrick, Geuens, Maggie and Bergh van den, Joeri (2005), Marketing Communications : a European perspective

Coordinated marketing communications mix: Makton Media ...

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Coordinated marketing communications mix: Makton Media Channels case Eduards Dmitrijevs Kirill Dolbnev Thesis Writing THE8PO020-2 19.12.2013

Industrial Marketing and Communications Strategies - IMP Group

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industrial marketing communications tend to be information based, ... marketing. According to Pelsmacker(2001:352); these objectives and functions are remind,

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... it would appear that brand related integrated marketing communications must be led by senior management, ... Kitchen, P.J. and de Pelsmacker, P. (2004) ...

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The use of a mix of 'online' and 'offline' channels . in industrial marketing communications . Purpose of the paper and literature addressed

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http://www.wiwi.europa-uni.de/de/lehrstuhl/mm/marketing/lehre/WS0910_Marketing_Communication/MarketingCommunication_WS-2009-10-update-1.pdf

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