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direct marketing public relations and sponsorship are reviewed in this text for South African learners and practitioners this fully updated edition focuses on recent developments in marketing communications in this edition the authors focused on the principles and practice of the six promotional or marketing communications tools namely advertising personal selling sales promotion direct marketing public relations and sponsorship Koekemoer recently launched the fourth edition of his book marketing communication an integrated approach co authored by topic experts the book is a cornerstone for the understanding of the marketing communications landscape for second and third year university students as well as marketing communication an integrated approach 2nd edition is written by Ludi Koekemoer editor and published by Juta Company Pty Ltd the digital and eTextbook ISBNs for marketing communication an integrated approach are 9781485130383 1485130387 and the print ISBNs are 9781485130376 1485130379 Chapter 1 integrated marketing communication past present and future Ludi Koekemoer Chapter 2 factors influencing marketing communication decisions Minette Koekemoer Chapter 3 marketing communication planning and campaign tactics Ludi Koekemoer Abstract CEO of AAA School of Advertising Dr Ludi Koekemoer recently launched the fourth edition of his book marketing communication an integrated approach co authored by topic experts the book is a cornerstone for the understanding of the marketing communications landscape for second and third year university students as well as anyone introduction to integrated marketing communications is written by Ludi Koekemoer and published by Juta and Company the digital and eTextbook ISBNs for introduction to integrated marketing communications are 9780702195884 070219588x and the print ISBNs are 9780702177934 0702177938 marketing communications Ludi Koekemoer 2004 six marketing communication tools advertising personal selling sales promotion direct marketing public relations and sponsorship are reviewed in this text for South African learners and practitioners 9781485130376 author Koekemoer edition 2nd The world of integrated marketing communication IMC has changed dramatically over the last 10 years due in large part to the expansion and advances in digital media technology these changes have affected clients consumers and advertisers alike chat with us limited to Stanford Community Email a reference question using searchworks connection connect to e resources report a connection problem if we don't have it interlibrary borrowings system status advanced search course reserves selections 0 clear all lists at digicall group I head up the marketing and communications team in managing developing and aligning multiple brands and products to serve the business strategy across diverse industries well crafted Koekemoer marketing communications that captures the essence of guide and offers you understanding right into what makes 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