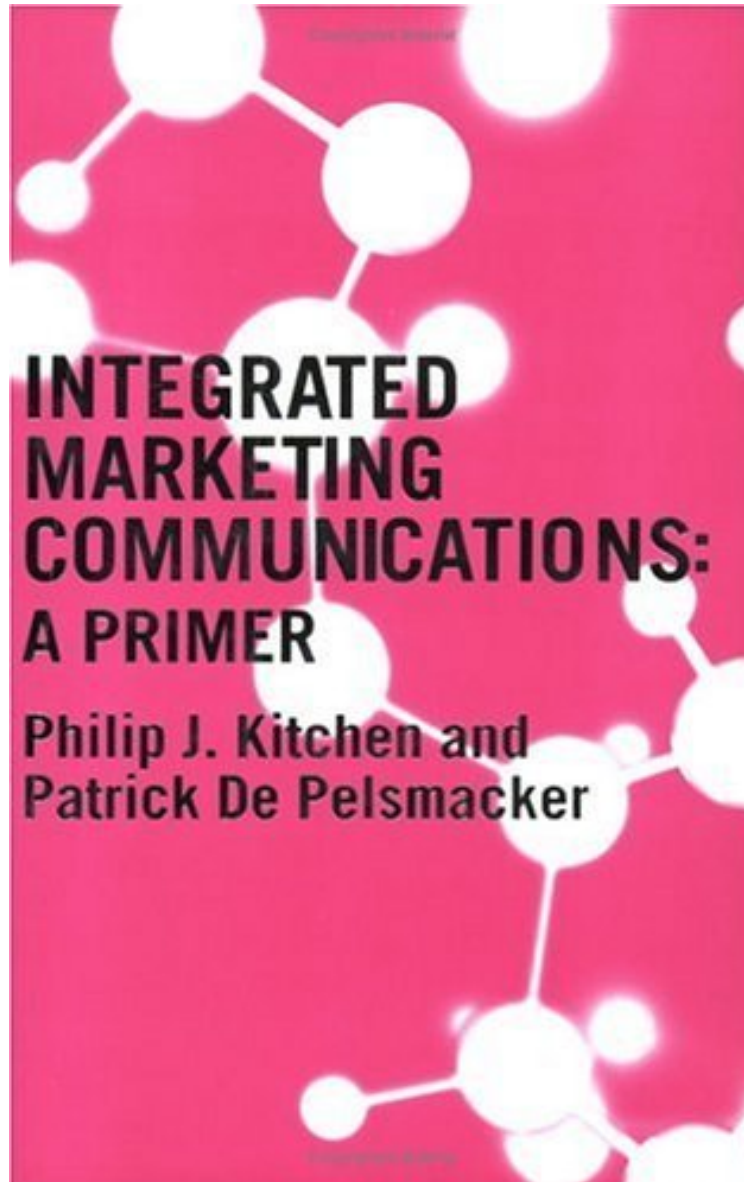


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# A Primer for Integrated Marketing Communications

*Patrick De Pelsmacker*

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**Patrick De Pelsmacker : A Primer for Integrated Marketing Communications** before purchasing it in order to gage whether or not it would be worth my time, and all praised A Primer for Integrated Marketing Communications:

2 of 3 people found the following review helpful. Still dont know what IMC isBy R. Beise-ZeeThis book claims to explain integrated marketing communications and presents several case studies. The book is well structured. However I still cannot make sense out of it. IMC is a concept of integrated communication to change the behavior of customers. Right. But exactly how are customer behaviors changed? After (kind of) introducing the concept, the book describes

each communication tool in a separate chapter. But how are these tools exactly intergrated? What rules can be applied? I did not find anything I can use for my course. To be fair, the prospective reader is actually warned about the marketing skills of the authors: the cover is wonderfully desiged with silver characters on pink background with a white graphic that looks like a molecule structure. Integrated marketing?

This textbook is the first introductory primer on integrated marketing communications. It combines theory and practice to show students of marketing how different aspects of integrated marketing communications (IMC) work together. Setting the scene in which IMC has emerged, the authors explain each component of the promotional mix and go on to explain the process of functional integration. The text includes key case studies on companies, including Proctor and Gamble, NSPCC and Ardi, illustrating the practical side of IMC in addition to an introduction to the main theories at work. Including an additional Study Guide at the back, this book will be a valuable resource for students of marketing and marketing communications.

'This book provides experienced communication professionals, students and others interested in IMC, an excellent overview of what it is all about and what it can do, if applied in businesses. Kitchen and de Pelsmacker give us an interesting tour of IMC incorporating advertising, PR, direct marketing, internet and other marketing communication disciplines that, if applied will help build individual brands and the overarching corporate reputation of your firm or institution.' - Peter Frans Anthonissen, Anthonissen Associates/University of Antwerp Management School (UAMS), Belgium