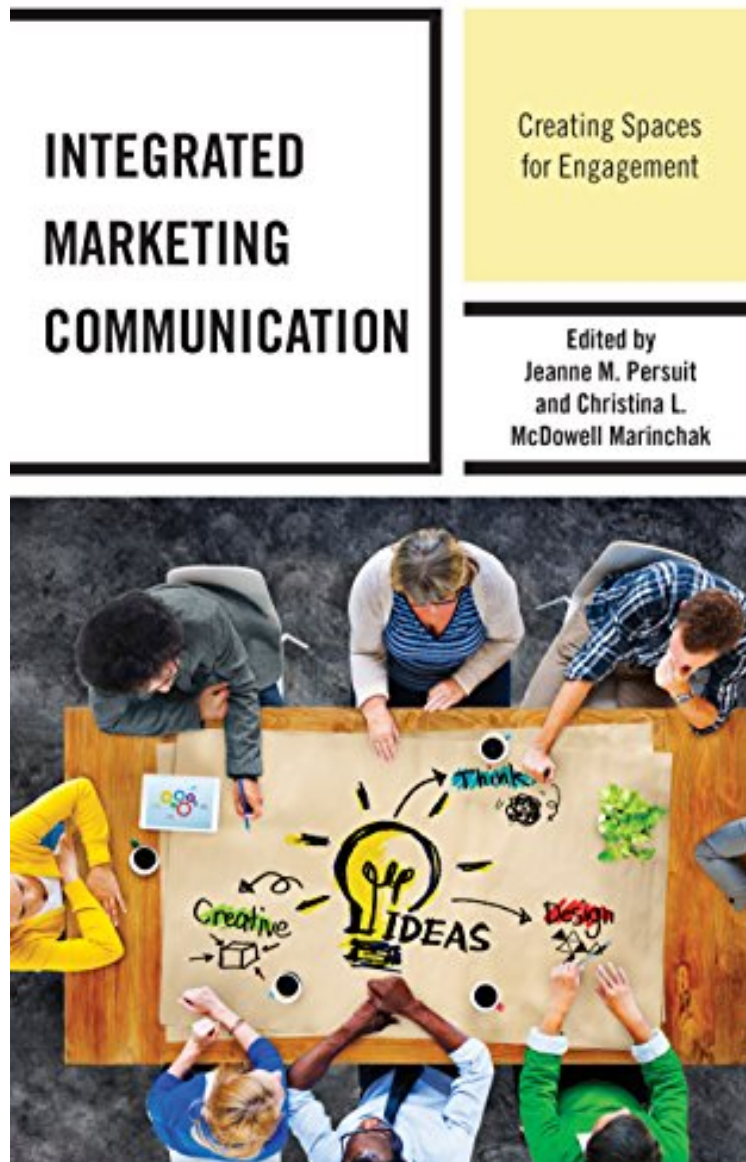


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# Integrated Marketing Communication: Creating Spaces for Engagement

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**From Lexington Books : Integrated Marketing Communication: Creating Spaces for Engagement** before purchasing it in order to gage whether or not it would be worth my time, and all praised Integrated Marketing Communication: Creating Spaces for Engagement:

Integrated Marketing Communication (IMC) is a holistic approach to the areas of advertising, public relations, branding, promotions, event and experiential marketing, and related fields of strategic communication. *Integrated Marketing Communication: Creating Spaces for Engagement* explores how IMC can open up spaces for engagement in our classrooms and our communities. The breadth of the contributors is in the spirit of IMC, examining public and private sector organizations that offer products and services while relying on various methodologies and theoretical approaches, with particular emphasis on rhetoric, philosophy of communication, qualitative research, and historical perspectives in IMC. Moreover, each chapter considers IMC from a different communicative perspective, including strategic communication, philosophy of communication, rhetorical theory, health communication, crisis and risk communication, communication theory, and mass communication.

*Integrated Marketing Communication: Creating Spaces for Engagement* expands IMC beyond its traditional business context. Communication students will welcome case studies of Starbucks's fair trade work, Coca-Cola's controversial 2014 Super Bowl ad, CVS's stop-smoking campaign, and crisis communication at the Red Cross, while graduate students and faculty will benefit from the connections these and other cases draw between theory and practice. (Karen Russell, University of Georgia)The word 'engagement' is invoked a lot in communication and marketing contexts, and it has unfortunately become a mere buzzword. These case studies and research perspectives transform engagement into full-bodied strategies and actions that move the needle with audiences and consumers served by companies, government or nonprofits. The editors and authors use the rich language of integrated marketing to build connections in many contexts and for many purposes, showing the real power of synthesis and collaborative communicative actions. (Jacqueline Lambiase, TCU's Bob Schieffer College of Communication)As the most recent contribution exemplifying the rhetorical turn in integrated marketing communication (IMC), this much-needed collection explores event planning, crisis communication, public relations, advertising, social media, branding, and promotions in diverse for-profit and not-for-profit IMC contexts. Through theoretically-informed case studies providing outstanding traction for application, the contributors to this project frame IMC as communicative praxis in a scholarly, accessible format. Pursuit and McDowell Marinchak are to be commended for their fine work on the first volume in the new *Integrated Marketing Communication* series put out by Lexington Books. (Janie Harden Fritz, Duquesne University)About the AuthorJeanne M. Pursuit is associate professor in the Department of Communication Studies at the University of North Carolina Wilmington.Christina L. McDowell Marinchak is assistant professor in the Management and Marketing Department at the University of Alaska Anchorage.