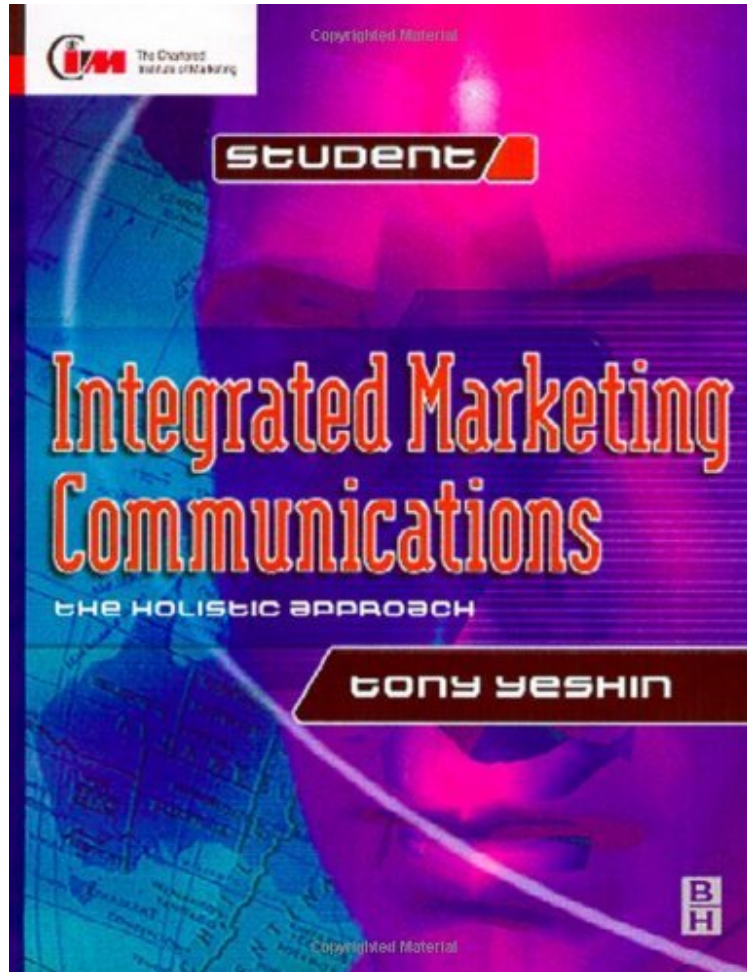


(Free) Integrated Marketing Communications (Cim Student Series)

## Integrated Marketing Communications (Cim Student Series)

*Tony Yeshin*

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**Tony Yeshin : Integrated Marketing Communications (Cim Student Series)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Integrated Marketing Communications (Cim Student Series):

0 of 0 people found the following review helpful. Four Stars  
By Peter A. Foleng was as expected except for the writings on the edges.  
5 of 5 people found the following review helpful. Intergrated Marketing Communications - The Holistic Approach  
By A Customer  
This book is very student orientated. It meets its objective as a CIM marketing communications subject book. Have very good details. Only problem for non EU community is that all the examples and references are mostly UK related. Would also advise future readers to have a base understanding on the topics or may need other books to develop understanding for the topics. Many abbreviations for the "subject" not further elaborated eg: DAGMAR, JICNARS. (JICNARS is a readership survey but not explained what the abbreviation stands for, so with people like me not being in the UK do not know what it stands for! - or the author expects you to know it!)  
The indepth study of the book covers very detailed areas and even "future gazing" where the author anticipates some

of the important factors likely to affect the field of communications.

Integrated Marketing Communications is a new text which will answer the key questions of what marketing communications is, how it works and why it is such a vital contemporary marketing function. It is a comprehensive and authoritative overview of this complex and rapidly evolving area. The author's long experience in the industry, and as a senior academic, ensures that the book is able to show how the communications process really works and how it can best be managed in a strategically and tactically cost effective manner. Throughout the book the framework of analysis, planning, implementation and control is used to help the student organize their approach to the complex decision making in the present communications environment. This is both an essential text and an indispensable reference resource and has been rigorously developed for undergraduates and postgraduates in Marketing and Business, and for the new CIM Certificate and Diploma exams in Business Communication, Promotional Practice and Marketing Communications. Considers the important role and contribution of the tools of market research, and explores the key issues of branding, brand imagery, brand extensions and brand stretch. Carefully structured to give a complete picture of all components in modern marketing communications and the changing nature of the marketing communications environment. Provides an overview of the important dimensions of consumer and organizational buying behaviour.

'Arguably the best written UK text on the subject of marketing communications - lacks pretentiousness, is intelligent, and most importantly, is very readable.' Professor Geoff Lancaster, Senior Examiner for 15 years and Senior Academic Adviser to the Chartered Institute of Marketing until 1998. 'It is so refreshing nowadays to find a book on marketing communications which is more than simply a (nother) tome on Advertising and Promotions packaged under the latest fad name. Today's name of the moment must be "Integrated Marketing Communications" but sadly few writers seem to know what that means let alone describe how the harassed practitioner might apply it profitably. Yeshin's book breaks the established mould in the marketing communications area and starts (as all marketing books should) with the customer rather than AP techniques. He then spends time explaining the real-world environment within which marketing communications takes place so that, by the time the reader gets to the practical advice we know not only what to do but why we are doing it. This book is an invaluable aid to the practising marketer who is not necessarily an expert in the jargon-ridden world of advertising. A practical handbook which will certainly help its users assert control over their organization's communications.' Paul Fifield, CIM Senior Examiner for the Case Study Paper (1994-98) 'Today's marketing practitioners are faced with a bewildering array of communications tools. But few practitioners will have had sufficient experience to use each and every one of them to best effect, still less to confidently rise to the challenge of bringing them together in an integrated whole. To all those hard pressed marketing practitioners this book provides the answers. It contains clear guidance and explanations of the workings of all the important disciplines and many relevant examples to aid understanding.' Marilyn Baxter, Vice Chairman, Saatchi and Saatchi 'This book provides comprehensive coverage of the field of marketing communications and is strongly recommended to anyone beginning their studies or joining the marketing communications profession.' Dr Sandra E Blaza, Managing Director, Pedigree Masterfoods About the Author Tony Yeshin is Senior Lecturer in Marketing at the University of Greenwich and course director on the CIM intensive diploma course. He previously held key management roles in both domestic and international advertising agencies and sales promotion companies. He is author of Inside Advertising prepared for the Institute of Practitioners in Advertising and co-author of the Integrated Marketing Communications CIM Coursebook.