



be quite disappointing, especially when compared to its price.

An essential book for today's marketer now that integrated marketing communications form a critical success factor in building strong brands and strong companies. This new edition is still the only textbook on the market to deal with all aspects of IMC from a strategic perspective. Corporate image, identity and reputation have never been more important and this book unlocks the key factors in achieving and enhancing this. Integrated Marketing Communications is not just about utilizing different communication options in your marketing campaign; it is about planning in a systematic way to determine the most effective and consistent message for your target audience. As such, it depends upon identifying the best positioning, generating positive brand attitude, a consistent reinforcement of the brand's message through IMC channels, and ensuring that all marketing communication supports the company's overall identity, image, and reputation. This textbook is a roadmap to achieving this, thoroughly updated to reflect the dynamic changes in the area since the first edition was published. New to this edition: New sections on social media and how to integrate them into your marketing function. New chapter on message development and an enhanced chapter on the IMC plan. Robust pedagogy to help reinforce learning and memory. Enhanced teaching materials online to help lecturers prepare their courses. Brand new real-life case study vignettes.

Even the best strategic brand positioning is likely to run astray without the execution of a superbly integrated marketing communication plan. Dr Percy offers such a plan in a lucid, insightful and well organized text, through examples and deep insights explaining the indispensable elements in a step-by-step way. The text is very readable and at the same time provides an excellent integration of theoretical depth with practical savviness. Where other texts merely offer a how-to make an IMC plan Dr Percy goes much deeper; stimulating reflection as well as answering important conceptual why-questions. This book will also serve as an excellent reference text for when students enter the workplace.

— Professor Torsten Ringberg, Department of Marketing Management, Copenhagen Business School, Denmark

A most valuable presentation of the most important tools of IMC and how they relate to companies' branding strategy through a knowledgeable eyes — Dr Natalia Yannpoulou, Senior Lecturer, Newcastle University, Business School, UK

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