

# ESSENTIALS OF MARKETING COMMUNICATIONS

CHRIS FILL



# Marketing Communication Chris Fill



**Chris Fill**

## **Marketing Communication Chris Fill:**

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**Marketing Communication** Allan J. Kimmel,2005-11-17 Styles brings together leading authorities from both academia and the marketing industry to provide a comprehensive overview and analysis of the rapidly changing world of marketing communication in the 21st Century Containing a broad tableau of perspectives the book reflects the insights and experiences of academics and practitioners from both sides of the Atlantic With its timely and in depth focus on contemporary and evolving trends in marketing communication this book will be of interest to a diverse audience of academics students and marketing professionals Primarily intended as a supplemental reader for undergraduate graduate and MBA courses the focus on emerging developments in the field will also appeal to a broad range of researchers and marketing professionals

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