



**Advertising and Promotion: An Integrated
Marketing Communications Perspective, Sixth
Edition (The McGraw-Hill/Irwin Series in
Marketing)**

George E. Belch, Michael A. Belch

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The field of advertising and promotion continues to dramatically change since the dominant days of high-powered Madison Avenue agencies. Marketers must look beyond traditional media in order to achieve success. In order to best communicate with consumers, advertisers must utilize the myriad of media outlets—print, radio, cable, satellite TV, and now the Internet. Belch/Belch is the first book to reflect the shift from the conventional methods of advertising to the more widely recognized approach of implementing an integrated marketing communications strategy. Belch/Belch conveys throughout the text that one must recognize how a firm uses all of the promotional tools available to convey a unified message to the consumer. The integrated marketing communications perspective, or theme of the text, catapults the reader into the business practices of the 21st century.

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