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INTEGRATED ADVERTISING, PROMOTION, AND MARKETING COMMUNICATIONS

Sixth Edition

Kenneth E. Clow | Donald E. Baack



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Integrated Advertising, Promotion, and Marketing Communications

Sixth Edition

Kenneth E. Clow
Donald E. Baack

2016-2017

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Authorized adaptation from the United States edition, entitled *Integrated Advertising, Promotion, and Marketing Communications, Sixth Edition,* ISBN 9780133126242, by Kenneth E. Clow and Donald E. Baack, published by Pearson Education Inc.© 2014, Pearson Education Inc.

Indian Subcontinent Version
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ISBN: 978-93-325-1837-7

First Impression, 2014
Sixth Impression, 2015
Seventh Impression - 2016

This edition is authorized for sale only in India, Bangladesh, Bhutan, Pakistan, Nepal, Sri Lanka and the Maldives. Circulation of this edition outside of these territories is UNAUTHORIZED.

Published by Pearson India Education Services Pvt Ltd, CIN: U72200TN2005PTC057128,formerly known as TutorVista Global Pvt Ltd, licensee of Pearson Education in South Asia.

Head Office: 7th Floor, Knowledge Boulevard, A-8(A), Sector 62, Noida 201 309, UP, India.
Registered Office: Module G4, Ground Floor, Elnet Software City, TS-140,Block 2 and 9, Rajiv Gandhi Salai, Taramani, Chennai 600 113, Tamil Nadu, India.Fax: 080-30461003,Phone: 080-30461060
www.pearson.co.in, Email: companysecretary.india@pearson.com

Printed in India by HT Media Ltd., Noida

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INTEGRATED MARKETING COMMUNICATIONS

From Chapter 1 of *Integrated Advertising, Promotion, and Marketing Communications*, Sixth Edition. Kenneth E. Clow and Donald Baack.
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