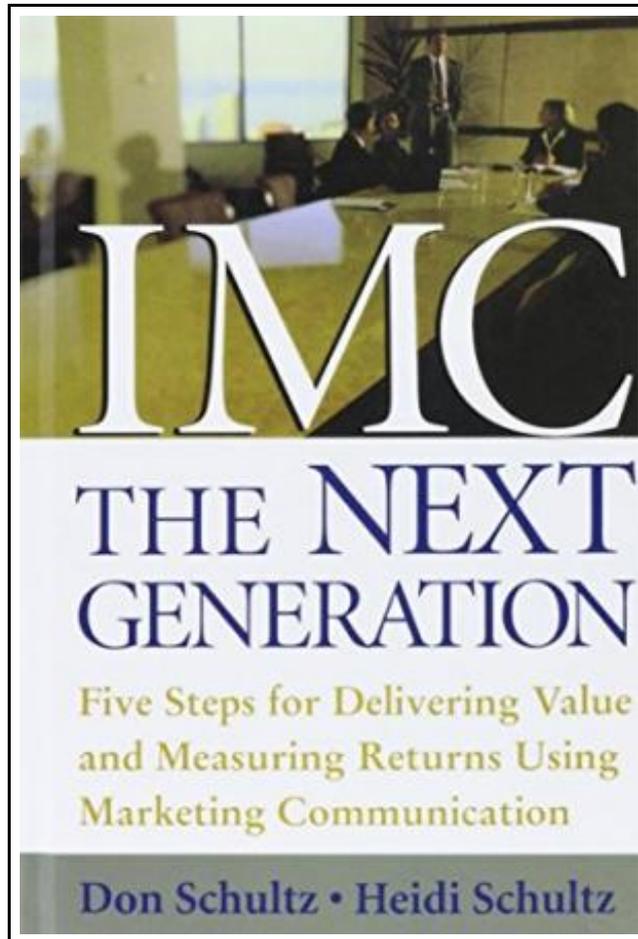


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IMC, THE NEXT GENERATION: FIVE STEPS FOR DELIVERING VALUE AND MEASURING RETURNS USING MARKETING COMMUNICATION



McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, IMC, the Next Generation: Five Steps for Delivering Value and Measuring Returns Using Marketing Communication, Don E. Schultz, Heidi F. Schultz, This book is all about today's IMC - what it is, what it means to you, and how to use it to power your organization's growth and financial success! With his breakthrough book "Integrated Marketing Communications", Don Schultz first showed marketers how to integrate internal and external communication into a dynamic, value-adding asset. In "IMC - The Next Generation", Schultz teams with Heidi Schultz to offer updated insights on today's newly powerful business and communication model using the IMC approach. Let it show you how to focus on identifying the right customers, determining their value, investing in them with communication programs, and then measuring the impact of and returns on those communication activities.'Having pioneered the concept of integrated marketing communications (IMC), Don and Heidi Schultz now show all of the strategic and tactical steps that will make the 'new marketing' work for you. I will gladly recommend this book to CMOs and CEOs who want to win using a combination of strong brand building and direct-to-customer marketing' - Philip Kotler, Professor of International Marketing, Kellogg School of Management, Northwestern University, and author of "Marketing Management". 'Don and Heidi Schultz have placed IMC where it belongs - at the center of the organization as a core business strategy to drive long-term shareholder value. The book is fundamental in scope, detailed in its analysis, and far-reaching in its implications' - Shekar Swamy, President, R K SWAMY/BBDO Advertising Ltd.'A marketing book that every senior executive has to read. Don and Heidi have the ability to communicate IMC principles with compelling simplicity, using practical examples to support well-thought theories' - John Wallis, Senior...

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