



# Integrated Advertising, Promotion, and Marketing Communications, Student Value Edition (6th Edition)

By *Kenneth E. Clow, Donald E. Baack*

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Directed primarily toward undergraduate Marketing college/university majors, this text also provides practical content to current and aspiring industry professionals.

The carefully integrated approach of this text blends advertising, promotions, and marketing communications together, providing readers with the information they need to understand the process and benefits of successful IMC campaigns.

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