



# **Introduction to Advertising and Promotion: An Integrated Marketing Communications Perspective (The Irwin Series in Marketing)**

*George E. Belch, Michael A. Belch*

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This text examines how advertisers need to communicate with consumers through the myriad outlets - print, radio, cable, satellite TV, and Internet - into the 21st century. It covers use of the Internet, global examples, marketing principles and real-world marketing communications campaigns.

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