



# **The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business)**

*By Kwang-Yong Shin*

**Download now**

**Read Online** 

**The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business)** By Kwang-Yong Shin

The book mainly addresses the following aspects: First, it systematically introduces the domestic and foreign research results, pointing out the key elements of the basic theory of IMC, according to a company's present situation and the practice of IMC strategy. Second, according to the different characteristics of each organization, it provides various IMC organization structures, such as linear structure Model 1, a virtual network and centralized type that focuses on individual interest, external types of the IMC organizational structures Model, etc., and suggestions for further study are also presented.

 [Download The Executor of Integrated Marketing Communication ...pdf](#)

 [Read Online The Executor of Integrated Marketing Communicati ...pdf](#)

# **The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business)**

*By Kwang-Yong Shin*

## **The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) By Kwang-Yong Shin**

The book mainly addresses the following aspects: First, it systematically introduces the domestic and foreign research results, pointing out the key elements of the basic theory of IMC, according to a company's present situation and the practice of IMC strategy. Second, according to the different characteristics of each organization, it provides various IMC organization structures, such as linear structure Model 1, a virtual network and centralized type that focuses on individual interest, external types of the IMC organizational structures Model, etc., and suggestions for further study are also presented.

## **The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) By Kwang-Yong Shin Bibliography**

- Rank: #4153697 in eBooks
- Published on: 2013-06-04
- Released on: 2013-06-04
- Format: Kindle eBook



[Download The Executor of Integrated Marketing Communication ...pdf](#)



[Read Online The Executor of Integrated Marketing Communicati ...pdf](#)

**Download and Read Free Online The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) By Kwang-Yong Shin**

---

## **Editorial Review**

### From the Back Cover

The book mainly addresses the following aspects: First, it systematically introduces the domestic and foreign research results, pointing out the key elements of the basic theory of IMC, according to a company's present situation and the practice of IMC strategy. Second, according to the different characteristics of each organization, it provides various IMC organization structures, such as linear structure Model 1, a virtual network and centralized type that focuses on individual interest, external types of the IMC organizational structures Model, etc., and suggestions for further study are also presented.

### About the Author

#### Education ?

BA in Business Administration (Dongguk University, GyungJu, Korea), 1981-1988. MA in Business Administration (Keimyung University, Daegu, Korea), 1989-1991. Ph. D in Business Administration (Nankai University, Tianjin, P. R. China), 1994-1998. Doctor in Chinese Philosophy (Nankai University, Tianjin, P. R. China), 2006-2009.

#### Experience ?

1983~1985: Military Service at Central Planning Department of Army College, Jinhae, Korea. 1987~1988: Managing Director, Department of Business Planning at Boy's Club Korea Ltd., Daegu, Korea. 1988~1989: Managing Director, Department of Business Planning at Paris Blande Bakery Co, Gumi, Korea. 1989~1991: Account Executive at Daekyun Advertising Planning Ltd., Daegu, Korea. 1998~2000: Lecturer of the Institute of Model 1 in Management, Nankai University, Tianjin, China. 2000~2007: Associate Professor of the Institute of Model 1 in Management, Nankai University, Tianjin, China. 2007~2008: Associate Professor of Department of Business Administration, Nankai University, Tianjin, China. 2008~Present: Professor of Department of Business Administration, Nankai University, Tianjin, China.

#### Main Specific Publication

[1]Shin, Kwang-Yong and Alexis Tam, In Search of Management New Paradigm, The China Material Publishing, Beijing, China, May 2001. ISBN 7-5047-1712-6/F.0609 [2]Shin, Kwang-Yong, Integrated Marketing Communications Strategy Management, The China Material Publishing, Beijing, China, June 2001. ISBN 7-5047-1700-2/F.0605 [3] Shin, Kwang-Yong, Marcom Manager's Working Model, Tianjin Renmin Publishing, September 2008, ISBN 978-7-201-06089-7 [4] Shin, Kwang-Yong, 18 Strategic Tools for Corporate Survival and Development, QingHua University Publishing, ISBN 978-7-302-21788-6

## **Users Review**

### From reader reviews:

**Gerald Conway:**

Have you spare time for just a day? What do you do when you have more or little spare time? That's why, you can choose the suitable activity to get spend your time. Any person spent their spare time to take a walk, shopping, or went to the particular Mall. How about open or maybe read a book entitled The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business)? Maybe it is to be best activity for you. You realize beside you can spend your time together with your favorite's book, you can more intelligent than before. Do you agree with their opinion or you have different opinion?

**Joseph Ortiz:**

Book is actually written, printed, or highlighted for everything. You can recognize everything you want by a e-book. Book has a different type. To be sure that book is important thing to bring us around the world. Adjacent to that you can your reading talent was fluently. A publication The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) will make you to possibly be smarter. You can feel much more confidence if you can know about every thing. But some of you think which open or reading some sort of book make you bored. It is not necessarily make you fun. Why they could be thought like that? Have you in search of best book or appropriate book with you?

**Annie Hiatt:**

Here thing why this specific The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) are different and reliable to be yours. First of all reading through a book is good nevertheless it depends in the content from it which is the content is as yummy as food or not. The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) giving you information deeper as different ways, you can find any book out there but there is no e-book that similar with The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business). It gives you thrill looking at journey, its open up your current eyes about the thing that happened in the world which is possibly can be happened around you. It is possible to bring everywhere like in area, café, or even in your method home by train. In case you are having difficulties in bringing the branded book maybe the form of The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) in e-book can be your alternate.

**Lloyd Gilbert:**

Often the book The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) will bring one to the new experience of reading a new book. The author style to describe the idea is very unique. In the event you try to find new book to read, this book very ideal to you. The book The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) is much recommended to you to see. You can also get the e-book from your official web site, so you can easier to read the book.

**Download and Read Online The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) By Kwang-Yong Shin  
#0T7GPBZSO5W**

# **Read The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) By Kwang-Yong Shin for online ebook**

The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) By Kwang-Yong Shin Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) By Kwang-Yong Shin books to read online.

## **Online The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) By Kwang-Yong Shin ebook PDF download**

**The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) By Kwang-Yong Shin Doc**

**The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) By Kwang-Yong Shin Mobipocket**

**The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business) By Kwang-Yong Shin EPub**