



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

By Kwang-Yong Shin

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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.

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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.

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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 I rn Management, Nankai University, Tianjin, China. 2000~2007: Associate Professor of the Institute of Model I rn 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

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