



Marketing Communications: A European Perspective

By Patrick De Pelsmacker, Maggie Geuens, Joeri Van Den Bergh

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The book covers all elements of the communications mix, including advertising, public relations, sponsorship, sales promotion, direct marketing, point-of-purchase communications, exhibitions, and personal selling. It also offers up-to-date coverage of e-communication, including e-marketing, mobile marketing, interactive television and relationship marketing.

Building on the success of the third edition, the fourth edition comes fully updated with brand new material on a diverse range of products and brands such as Coke Zero, Twitter and Wii Fit, as well as coverage of topical issues such as the Barack Obama campaign and the EU anti-smoking campaign.

The fifth edition of *Marketing Communications: A European Perspective* has been fully updated to include:

- A brand new chapter examining ethical issues in marketing communications
- Brand new end-of-chapter cases on international companies and organisations such as Mars, UNICEF, Carrefour and many more
- Video case material linking key marketing communication theory with the practical issues faced by marketing professionals in a variety of companies
- The book is suitable for both undergraduate and postgraduate students of marketing communications

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