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Advertising and Promotion: An Integrated Marketing Communications Perspective

George E. Belch

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Advertising and Promotion: An Integrated Marketing Communications Perspective George E. Belch The field of advertising and promotion continues to dramatically change since the dominant days of high-powered Madison Avenue agencies. Marketers must look beyond traditional media in order to achieve success. In order to best communicate with consumers, advertisers must utilize the myriad of media outlets-print, radio, cable, satellite TV, and now the Internet. Belch/Belch is the first book to reflect the shift from the conventional methods of advertising to the more widely recognized approach of implementing an integrated marketing communications strategy. Belch/Belch conveys throughout the text that one must recognize how a firm uses all of the promotional tools available to convey a unified message to the consumer. The integrated marketing communications perspective, or theme of the text, catapults the reader into the business practices of the 21st century.

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