



Marketing Communications: Integrating Offline and Online with Social Media

P. R. Smith, Ze Zook



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The fifth edition of this best-selling text has been significantly updated to include the new communication tools now available to marketing professionals.

Heralding the emergence of social media as a marketing revolution, the book integrates offline tools with online tools and, of course, social media. This book opens up new opportunities for marketers to raise their game, and ultimately deliver better results. Marketing Communications covers every aspect of marketing communications in a unique challenging, and often entertaining, style. This European text, has been referred to by the Chartered Institute of Marketing as a marketing major alongside the world's best American authors. With a plethora of examples and new case studies, as well as online support material for lecturers and students, this essential textbook will guide you through everything you need to know about the changing face of marketing.

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