



Advertising Promotion and Other Aspects of Integrated Marketing Communications

By Terence A. Shimp, J. Craig Andrews



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Market-leading ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition discusses all aspects of marketing communications, from time-honored methods to the newest developments in the field. Delivering the fundamentals you need, the text focuses on advertising and promotion, including planning, branding, media buying, sales, public relations, and much more. Emerging topics get special attention in this edition, such as the enormous popularity of social media outlets, online and digital practices, viral communications, and personal selling, along with all of their effects on traditional marketing. Revised to make ADVERTISING, PROMOTION, AND OTHER ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS, 9th Edition the most current I.M.C. book on the market, chapters address must-know changes to environmental, regulatory, and ethical issues, as well as Marcom insights, place-based applications, privacy, global marketing, and of course, memorable advertising campaigns.

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Editorial Review

About the Author

Terence Shimp is Distinguished Professor Emeritus at the University of South Carolina where he was a faculty member for 29 years and earned a number of teaching awards, including the Amoco Foundation Award. The former W. W. Johnson Distinguished Foundation Fellow and Chair of the Marketing Department in the Moore School of Business, Dr. Shimp also taught at Kent University. He has published widely in marketing, consumer behavior, and advertising, and received the American Academy of Advertising's lifetime award for outstanding contributions to research in advertising. Past president of the Association for Consumer Research, as well as the Journal of Consumer Research policy board, Dr. Shimp has represented the Federal Trade Commission and various state agencies as an expert witness in issues concerning advertising deception and unfairness. Terence A. Shimp received his doctorate from the University of Maryland.

J. Craig Andrews is Professor and Charles H. Kellstadt Chair in Marketing at Marquette University, where he has been faculty for 27 years. A visiting professor with Coca-Cola Foods and Fitzgerald & Co. advertising agency, he has also consulted for the Wisconsin Tobacco Control Board, Federal Trade Commission, and Food and Drug Administration. His written work has appeared in Journal of Marketing, Journal of Consumer Research, Journal of Public Policy & Marketing, Journal of Advertising, Journal of Current Issues and Research in Advertising, Journal of Retailing, European Journal of Marketing, Journal of International Business Studies, American Journal of Public Health, and other publications. A former Editor of the Journal of Public Policy & Marketing, Dr. Andrews was twice named Reviewer of the Year. Currently serving on the U.S. Food & Drug Administration's Risk Communication Advisory Committee, his broad experience also includes work for the National Youth Anti-Drug Media Campaign and the Federal Trade Commission (for which he earned the F.T.C.'s Award for Meritorious Service). Dr. Andrews received a Ph.D. in Marketing from the University of South Carolina.

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