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Jul 09, 2018 · Regardless Of The Tools Used In The Communication Sub-mix, The Ultimate Goal Is To Maximize 9th, 2024

'Integrated Marketing Communication' In: Wiley ...

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After The Introduction Of IMC, Many Scholars Have Written About IMC And Adapted The Concept To Fit Their Own Market Situation. Since The Introduction Of IMC Everything Has Changed: Consumers, Communication, As Well As IMC Itself (Schultz, Patti & Kitchen 2013: 1-50). This Is The Reason Why There Are Many Different Definitions Of IMC. After A 1th, 2024

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Integrated Marketing Communication A Very Important Aspect, Which Organizations You Should Consider, Namely Strategic Coordination Of All Messages And Communication Tools To Influence Consumers Perception About The Brand And / Or Company. Don Schultz, Professor Emeritus-in-service O 9th, 2024

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