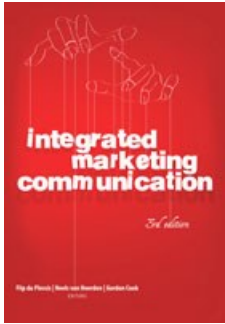


New edition of *Integrated Marketing Communication*



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Van Schaik Publishers have released a new edition of *Integrated Marketing Communication*, which has been updated in terms of theory and South African market statistics, and a description of measurement techniques added. It presents a practical, holistic and integrated approach to advertising, personal selling, publicity, public relations (from both a corporate and a brand perspective), sponsorship, direct marketing and digital communication in the new economy.

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