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In order to best communicate with consumers, advertisers must utilize a myriad of tools (advertising, public relations, direct marketing, interactive/Internet marketing, sales promotion, and personal selling); 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.

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George E. Belch is the author of Advertising and Promotion (3.85 avg rating, 241 ratings, 14 reviews, published 1997), Advertising (3.70 avg rating, 20 r...

George E. Belch (Author of Advertising and Promotion)

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He is also the co-author of the popular textbook, Advertising and Promotion: An Integrated Marketing Communications Perspective, which is published by Irwin/McGraw Hill. This book is now in its ninth edition and is the leading text on advertising and promotion in business schools throughout the world.

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Guolla/Belch Advertising and Promotion: An IMC Perspective provides students with a basis for understanding the marketing communications process, how it influences consumer decision making, and how to develop promotional strategies.

McGraw Hill Canada | Advertising and Promotion: An ...

Advertising and Promotion is a marketing textbook in its 10th edition that is co-written by two brothers and professors of marketing at San Diego State University, George and Michael Belch. Originally published in 1997, Advertising and Promotion provides a comprehensive view of the marketing industry, with its latest editions (2014 being the ...

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Advertising and Promotion: An Integrated Marketing ...

George Belch is a professor and chairman of the Marketing department at San Diego State University. He received a B.S. in Marketing from Penn State University, an M.S. in Marketing from the University of Colorado and a Ph.D. in Marketing from the University of California, Los Angeles. He has published numerous articles in prominent journals

9780072536768: Advertising and Promotion: An Integrated ...

George Belch & Michael Belch, Both of San Diego State University. Abstract: "THE CHANGING WORLD OF ADVERTISING AND PROMOTION Nearly everyone in the modern world is influenced to some degree by advertising and other forms of promotion.

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