

# Marketing Communications Strategy (Spring) (1415)

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**Advertising and promotion: an integrated marketing communications approach**, by Christopher E. Hackley, 2014

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**Integrated marketing communications**, by David Pickton; Amanda Broderick; MyiLibrary, 2005

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**Marketing communications: integrating offline and online with social media**, by P. R. Smith; Ze Zook, 2011

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- Mintel Group Ltd.

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Superbrands UK - An insight into some of Britain's strongest brands

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