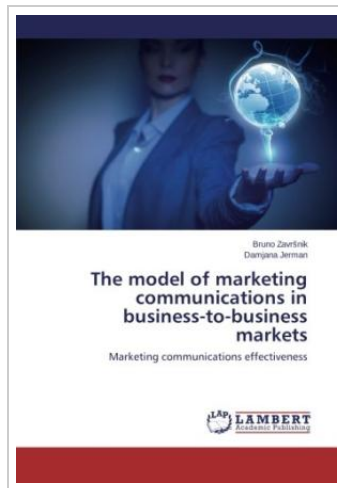



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The model of marketing communications in business-to-business markets

By Zavrtnik, Bruno / Jerman, Damjana

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Marketing communications effectiveness | The monograph covers basic topics of marketing communications through the prism of relevance for the Slovenian market. The monograph provides with information and an overview of marketing communications and introduces the topic of integrated marketing communications, which is the basis for everything that follows. Advertising, public relations, sales promotion, personal selling and direct marketing are the tools of marketing communication. With their optimal combination can represent the offer of an organization, create public image and gaining new users of products and services. The monograph in this attempt tries to cover the news, trends and themes in the changing environment. So substantively covers marketing communication, communication process, public relations, goals and social network for business, strategic and creative development of marketing communications programs, and the role of new media in marketing communications like social media. The monograph also explains the relationship between marketing communications effectiveness and the company performance. | Format: Paperback | Language/Sprache: english | 113 gr | 220x150x4 mm | 72 pp.



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