



MP IMC: Using Advertising and Promotion to Build Brands with PowerWeb

Tom Duncan

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This is an applied text with a strong brand message. Most texts on the market teach functions, but neglect integration and organization, which should be the very foundation of Marketing. This text answers the questions of "when to use, how to use, and who should be involved" in the interrelated functions of Marketing today. This text also teaches the cost effectiveness of developing brand relationship (managing the ongoing dialogue between buyer and seller) and how to truly integrate the consumer into Business-to-business marketing vs. Business-to-consumer marketing (B2B and B2C).

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