



Cambridge Marketing Handbook: Communications (Cambridge Marketing Handbooks)

Steve Bax, Paul Woodhouse

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Cambridge Marketing Handbook: Marketing Communications looks at the contemporary integrated communications mix, in the light of the changes in digital marketing and aims to give an overview of the current tools that marketers need to have under their belts. Coverage includes: the purpose and uses of communications; the promotional mix; advertising tools; public relations and media tools; the meaning of consumer behaviour; communications plans and evaluation methods. The Handbook also examines the buyer behaviour theories for B2C and B2B, looking at the elements that make up the process of purchase.



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