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Providing a one-stop reference for all those studying marketing communications, this reader tackles the subject from an international perspective. Each chapter is introduced by one of the four editors, each editor being from a different core geographic area – the USA, the Pacific Rim, mainland Europe, and the UK. At the end of each paper questions are posed to test the student readers.

Academically rigorous, this essential book contributed to by recognized experts will be a valuable reference for undergraduates and graduates of marketing, communications, business and management.

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