

IMC

THE NEXT GENERATION

Five Steps for Delivering Value and
Measuring Returns Using
Marketing Communication

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McGraw-Hill

New York Chicago San Francisco Lisbon London Madrid Mexico City
Milan New Delhi San Juan Seoul Singapore Sydney Toronto

Library of Congress Cataloging-in-Publication Data

Schultz, Don E.

IMC—the next generation : five steps for delivering value and measuring returns using marketing communication/ by Don E. Schultz, Heidi F. Schultz.

p. cm.

Includes index.

ISBN 0-07-141662-5 (hardcover : alk. paper)

1. Marketing. 2. Business communication. 3. Brand name products. 4. Customer services. I. Schultz, Heidi F. II. Title.

HF5415.S3595 2003

658.8—dc21

2003003687

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10 IBT/IBT 2 1 0 9

ISBN 0-07-141662-5

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This book is printed on acid-free paper.

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