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marketing entails the co-ordination of all the marketing activities, in order to maximise all the joint effects. An integrated marketing communication strategy (as part of integrated marketing) would thus involve choosing marketing communication options that reinforce and complement one another (Kotler & Keller, 2006:19).

CHAPTER 2: INTEGRATED MARKETING COMMUNICATION

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Marketing communication : an integrated approach (Book

Koekemoer, L About this Publication: The world of integrated marketing communication (IMC) has changed dramatically over the last 10 years, due in large part to the expansion and advances in digital media technology.

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