



Driving Brand Value: Using Integrated Marketing to Manage Profitable Shareholder Relationships

Tom Duncan, Thomas R. Duncan, Sandra Moriarty

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This practical, "hands-on" guide to integrated marketing (IM) shows how it can enable companies to strategically use new database management systems and communication technologies to cost effectively, measure and control what until now has been considered the "intangible" side of business. Areas covered include: how to recognize the seven red flags of Marketing Dis-Integration; the 10 strategic drivers of IM; how to use "Mission Marketing" to achieve corporate goals; how to manage a brand's total "communication package"; and 20 tough questions to ask when looking for an IM agency.

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