



# Marketing Communications: Offline and Online Integration, Engagement and Analytics

*P. R. Smith, Ze Zook*

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Presenting modern marketing communication theories and tools in an accessible and jargon-free way, this new sixth edition of *Marketing Communications*, has been updated to specifically focus on integrating online and offline techniques with a social media approach. All the chapters include new mini-case studies and real-life examples to reflect the many digital developments which have occurred since the fifth edition's publication in 2011.

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