



Marketing Communication: A Critical Introduction

Richard Varey

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Providing a fresh and innovative framework for the management of marketing communication processes, this textbook uses references to communication studies, cultural studies and critical management studies to shift the focus from message-making to relationship-building.

Providing a contemporary examination of marketing as a social process, author Varey focuses on a planned, integrated marketing communication programme. He combines a managerial perspective with current communication and marketing theory, to develop a contemporary set of principles, incorporating such recent developments as e-communication and new media. It investigates the issues of:

- organizing and locating marketing in a business corporation
- management responsibility for planning and decision making
- the role of the marketing communication manager in contemporary society.

With a good balance of theory and practice and UK and European case studies, this noteworthy book covers a range of issues of significance to both the public and private sectors, and large, medium and small businesses.

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