

# **Kellogg on Integrated Marketing**



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This cutting-edge book-with contributions by the star faculty of the Kellogg School of Management and the Medill School of Journalism's Integrated Marketing Communications department at Northwestern University-offers the latest thinking on the art and science of integrated marketing. A must for today's marketing professional, Kellogg on Integrated Marketing addresses the daily activities of marketing managers and helps them enhance brand equity with new techniques and strategies from the experts. You'll hear from:

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