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Integrated Marketing Communication in Digital Age

By Divesh Kumar, Varisha Rehman, Zillur Rahman

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Description

This book serves as an essential guide for students, business professionals, and marketers aiming to understand the nuances of contemporary marketing communication strategies. The book diligently provides information and roadmap that is imperative to dynamically maneuvers and elevate the marketing strategy in the fast-paced digital world not only for startups but also for established companies.

About the Author

Divesh Kumar, Varisha Rehman, Zillur Rahman

Divesh Kumar is an Associate Professor of Marketing at the Department of Management Studies, Malaviya National Institute of Technology Jaipur, India. Dr. Kumar holds a postgraduate degree in Business Administration with a specialization in marketing from Madan Mohan Malviya University of Technology, Gorakhpur India and a Ph.D. in marketing from the Indian Institute of Technology Roorkee

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