



Strategic Communication: Cases in Marketing, Public Relations, Advertising and

Steven Greenland, Jason Bainbridge, Chris Galloway, Rob Gill

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Strategic Communications: Cases in Marketing, Public Relations, Advertising and Media provides a collection of 13 comprehensive, contemporary case studies for use in Advertising, Marketing, PR and Media courses with a focus on Australia, New Zealand and the wider Asia Pacific region.

In the past it has been the norm for these disciplines to remain distinct entities. However, with growing recognition and emergence of the all encompassing theme of communication in the contemporary business arena, modern professionals need to be skilled in all these communication related areas.

Edited by an expert multi-disciplinary group of communications specialists, Strategic Communications will help lecturers provide their students with a solid grounding in the theoretical and practical aspects of contemporary business communication practices.



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