

## Marketing Communication: A Critical Introduction

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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 kendrick1971.com: Richard Varey. Marketing communication is like a coin it has two sides: 1 The offer (expression): One part of marketing communication is concerned with effectively and efficiently providing information about the business and the products to chosen customer groups.

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