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the research presented in this paper employs a modified version of the duncan moriarty imc miniaudit duncan and moriarty 1997 to examine the relationship between the imc process and brand

integrated marketing communication imc is a strategic tool that firms use to realize their brand communication goals the paper

focuses on the benefits and role of imc in maintaining brand

abstract this paper relates integrated marketing communication imc to market orientation mo brand orientation bo and external performance measures the perspective adopted here argues

this analysis leads us to conclude that imc mo and bo are three partly overlapping concepts each vital to the fulfillment of organizational objectives and each a worthwhile academic and practical

an organization may conduct several diverse audits but consequently regardless of the audit type used an audit is done to ensure a business or organization are using all resources available to them and

in order to shed light on the role of imc in the development of communication strategies a literature review was conducted the literature review revealed that imc is a logical structure of developing

here we critically consider imc in terms of 1 development 2 impact on marketing communications 3 barriers to further progress and 4 current location identification and likely development in the

using the 3 key points at which the 2 disciplines intersect messages stakeholders and interactivity the authors develop a communication based model of marketing the authors

specifically this paper provides a review of related literature on imc starting with the evolution and background of imc the concept and philosophy of imc imc as a process and the

as explained in driving brand value duncan and moriarty 1997 customers and other stakeholders automatically integrate brand messages marketers must decide whether to abdicate this

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