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### Integrated Marketing Communications - The complete explanation

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Imc Notes For Mba Straty concept, with a broad integrated perspective, has been suggested. Integrated marketing entails the co-ordination of all the marketing activities, in order to maximise all the joint effects. An integrated marketing communication strategy (as part of integrated marketing) would thus involve choosing marketing communication Page 6/27

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Integrated Marketing Communication Strategy. Communication is always one of the vital and most important strategic areas of any company's success. A company can have the best and most innovative products or services, but if company's internal as well as external communications are weak, then the demand for that company's products or services diminishes as well as raises a personal flag of concern.

### **Integrated Marketing Communication Strategy & IMC tools ...**

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