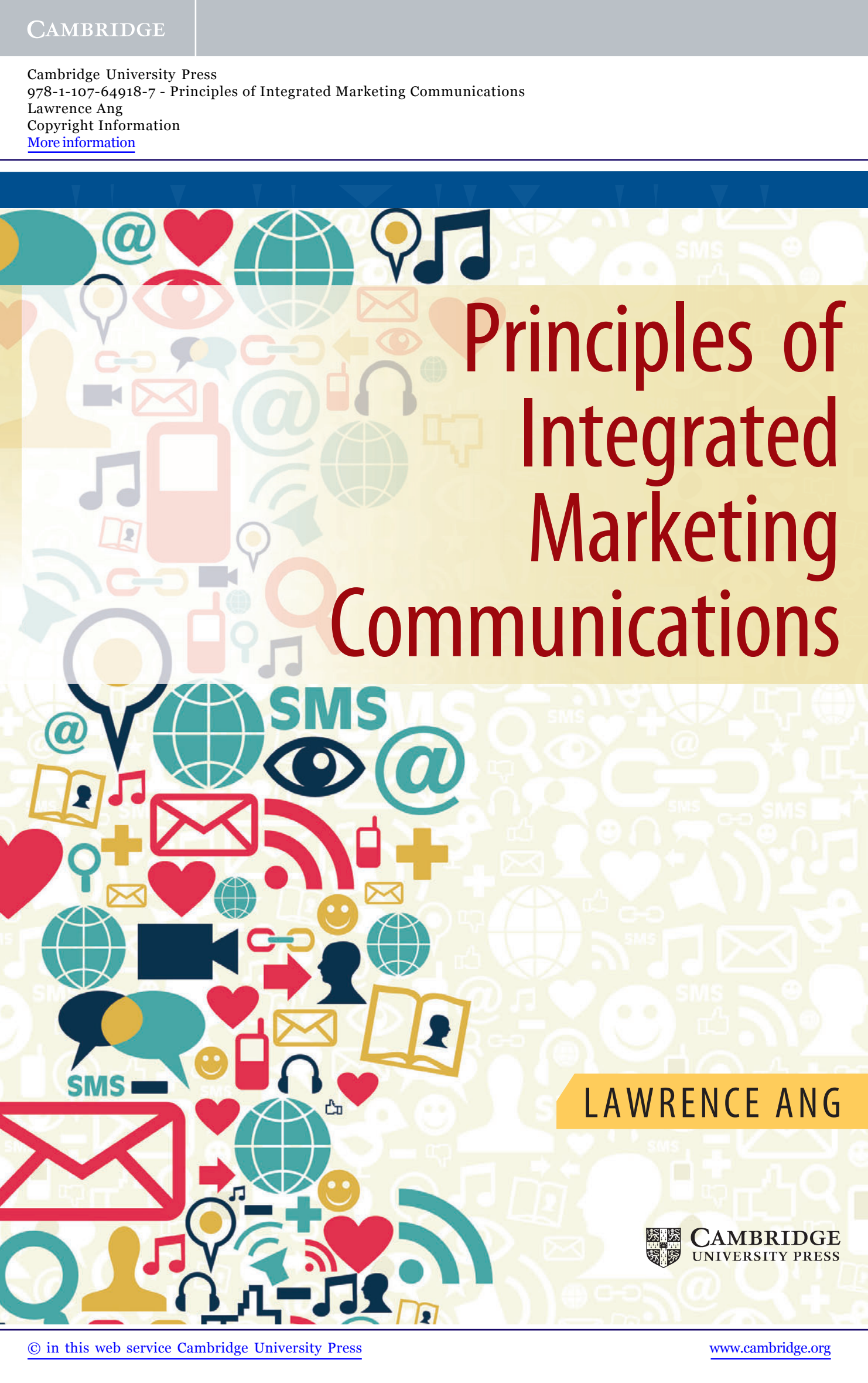


Cambridge University Press
978-1-107-64918-7 - Principles of Integrated Marketing Communications
Lawrence Ang
Copyright Information
[More information](#)



Principles of Integrated Marketing Communications

LAWRENCE ANG



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press
978-1-107-64918-7 - Principles of Integrated Marketing Communications
Lawrence Ang
Copyright Information
[More information](#)

CAMBRIDGE UNIVERSITY PRESS

477 Williamstown Road, Port Melbourne, VIC 3207, Australia

Published in the United States of America by Cambridge University Press, New York
Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning, and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9781107649187

© Cambridge University Press 2014

This publication is copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2014

Cover designed by Pier Vido

Typeset by Integra Software Services Pvt Ltd

Printed in Singapore by C.O.S. Printers Pte Ltd

A catalogue record for this publication is available from the British Library

A Cataloguing-in-Publication entry is available from the catalogue of the National Library of Australia at www.nla.gov.au

ISBN 978-1-107-64918-7 Paperback

Additional resources for this publication at www.cambridge.edu.au/academic/imc

Reproduction and communication for educational purposes

The Australian *Copyright Act 1968* (the Act) allows a maximum of one chapter or 10% of the pages of this work, whichever is the greater, to be reproduced and/or communicated by any educational institution for its educational purposes provided that the educational institution (or the body that administers it) has given a remuneration notice to Copyright Agency Limited (CAL) under the Act.

For details of the CAL licence for educational institutions contact:

Copyright Agency Limited
Level 15, 233 Castlereagh Street
Sydney NSW 2000
Telephone: (02) 9394 7600
Facsimile: (02) 9394 7601
E-mail: info@copyright.com.au

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.