



The Executor of Integrated Marketing Communications Strategy: Marcom Manager's Working Model (SpringerBriefs in Business)

Kwang-Yong Shin

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The book mainly addresses the following aspects: First, it systematically introduces the domestic and foreign research results, pointing out the key elements of the basic theory of IMC, according to a company's present situation and the practice of IMC strategy. Second, according to the different characteristics of each organization, it provides various IMC organization structures, such as linear structure Model 1, a virtual network and centralized type that focuses on individual interest, external types of the IMC organizational structures Model, etc., and suggestions for further study are also presented.

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