Building on its established structure and reputation, the fifth edition of *Marketing Communications* is geared toward students studying marketing or business studies at undergraduate level and postgraduate students on marketing related programmes. The book is also an invaluable resource for students studying for professional marketing qualifications, most notably those studying courses offered by the Chartered Institute of Marketing.

*Marketing Communications* adopts a critical perspective of the subject and unlike other texts in the field, which adopt a 'how-to' approach, this text provides readers with an insight into the 'why' about marketing communications.

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**About the author**

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