

Integrated Marketing Communications David Pickton Amanda

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Integrated Marketing Communications David Pickton

David Pickton is Head of the Marketing Department at Leicester Business School, De Montfort University. Amanda Broderick is Senior Lecturer in Marketing and Head of Research in the Marketing Group at Aston Business School.

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David Pickton is Head of the Marketing Department at DeMontfort University. He is on the editorial board of the Journal of Marketing Communications and Marketing Intelligence and Planning. He is also a fellow of the Chartered Institute of Marketing and Fellow of the RSA. Along with lecturing, Dave has done business consultancy.

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David is author of the acclaimed book 'Integrated Marketing Communications' and co-author of award winning 'Marketing: an introduction'. He has authored numerous journal and conference papers and industry reports and has contributed to other academic texts.

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