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March 7th, 2017 - Loose Leaf for Advertising and Promotion George E Belch Michael A Belch on Amazon com FREE shipping on qualifying offers To effectively plan implement and evaluate Integrated Marketing Communications IMC programs one must understand the overall marketing process'

"Touchpoint Wikipedia

May 2nd, 2018 - A touchpoint can be defined as any way a consumer can interact with a business whether it be person to person through a website an app or any form of communication ?Touchpoint Glossary? n d"

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