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Marketing Communications Chris Fill Barbara Jamieson page of the text, and compare this to the version number of the latest PDF version of the text on the website. ... Chris Fill is Principal Lecturer in Marketing and Strategic Management at the University of Portsmouth.

Marketing Communications - Edinburgh Business School

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Contexts, Strategies and Applications

Chris Fill (1995) states that "the primary role of marketing communications is to engage audiences and promoting both the organization and its offerings through different communication tools.

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