



Sales Promotion: How to Create, Implement and Integrate Campaigns That Really Work 4th edition

Roddy Mullin, Julian Cummins

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Sales Promotion explains all the stages of creating and implementing innovative and successful sales promotions. It details the tried and tested methods that can give a business the competitive edge over other companies, including off-the-shelf offers, joint promotions, price promotions, premium promotions, and prize promotions. The new edition takes account of changes in market forces and the effect of new media such as web based advertising. It also includes a wealth of new case studies, including MasterCard, Superdrug, and Mazda.



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