

The 360 Degree Brand In Asia: Creating More Effective Marketing Communications By Mark Blair

By Mark Blair

A brand + marketing agency in Malaysia that helps develop your brand's sustainable competitive advantage. Brand 360 Degree Sdn Bhd 1st floor, 15 Jalan Tembaga SD 5/2

<http://brand360.com.my/>

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<http://www.cees.mak.ac.ug/sites/default/files/projects/COX4133.doc>

The 360-degree Designed to Move a she was responsible for identifying and managing new business as a Marketing Communications Thomas has helped create a far

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<http://en.prnasia.com/story/127698-0.shtml>

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<http://www.worldcat.org/oclc/262895775/editions?referer=di>

State and Social Christianity in Post-colonial Blair, Mark, Richard Armstrong, and Mike Murphy. The 360 Degree Brand in Asia: Creating More Effective

<http://www.jstor.org/doi/xml/10.2307/41308136>

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Jonathan Baskin and Sue Unerman look at the content and context of marketing communications. The 360 Degree Brand in Asia more effective marketing and

<http://www.wpp.com/wpp/marketing/branding/marketing-to-the-modern-asian-woman/>

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<https://au.linkedin.com/pub/sanjay-balakrishnan/0/916/a65>

Director, Marketing & Communications, Asia brand/ channel marketing and promotional Application for the post of Director, Marketing & Communications"
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<http://www.warc.com/Pages/Taxonomy/Results.aspx?SubjectRef=406&Filter=All>

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A brand is a name, term, design, or other feature that distinguishes one seller's product from those of others. Brands are used in business, marketing, and advertising.
http://en.wikipedia.org/wiki/360_degree_branding

Brand Manager; Corporate Communication His previous experience includes teaching corporate and marketing communications organizational and personal 360 degree
<http://www.ie.edu/school-communication/programs/master-in-corporate-communication/>

Feb 28, 2010 360-degree marketing communications Mark Blair, (The 360 Degree Brand in Asia: Creating More 360-degree marketing communications
http://www.slideshare.net/ju_sche/360degree-marketing-vs-integrated-marketing-communications

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<http://www.slideserve.com/adamdaniel/intergrated-marketing-communications>

Marketers are responsible for a 360-degree Marketing is ultimately responsible to create enterprise value via the brand, Effective marketing is a two-way
<http://heidicohen.com/marketing-definition/>

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<http://www.bookfinder.com/author/richard-armstrong/>

Mark Blair is the author of The 360 Degree Brand in Asia (3.50 avg rating, 6 ratings, 1 review, published 2003), Mark Blair s Followers. None yet.
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