

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

**By Mark Blair**

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internal marketing communications, Blair, M., Armstrong, R (2003), The 360 Degree Brand in Asia: Creating More Effective Marketing Communications

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**Sanjay Balakrishnan | LinkedIn -**

Sales & Channel Management; Strategic 360 Brand Management; Direct Marketing, BRAND AND MARKETING COMMUNICATIONS Marketing and Communications at IAG. Mark

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Mark-it is a 360 degree integrated marketing Responsible for creating brand identities through Maharashtra on effective marketing communications strategy

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### **Mark Blair (Author of The 360 Degree Brand in -**

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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## **Master in Corporate Communication - School of -**

Brand Manager; Corporate Communication His previous experience includes teaching corporate and marketing communications organizational and personal 360 degree

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

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## **Nagendra Singh Rathore | LinkedIn -**

deliver of effective communications 360 Degree Communications Corporate & Marketing Communications, Digital Media Marketing, Brand Communications,

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Feb 28, 2010 360-degree marketing communications Mark Blair, ( The 360 Degree Brand in Asia: Creating More 360-degree marketing communications

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