



Marketing Corporate Image

James R. Gregory, Jack Wiechmann

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A finely honed image is essential for positioning a company for maximum growth and is a powerful marketing asset. *Marketing Corporate Image* will help your students learn how to get the most impact from an image advertising budget.

It includes tips on integrating websites and other media into corporate marketing efforts, and it provides recent case studies and examples of successful image advertising campaigns from well-known companies including General Electric, GTE, Xerox, and Eastman Kodak.

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