



# Integrated Advertising, Promotion, and Marketing Communications, Student Value Edition (7th Edition)

By Kenneth E. Clow, Donald E. Baack

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## **Editorial Review**

### **About the Author**

Dr. Kenneth E. Clow is a professor of Marketing in the College of Business Administration at the University of Louisiana at Monroe. Previously, he served as the Dean for the University of North Carolina at Pembroke and as the MBA Director at Pittsburg State University. He obtained his PhD from the University of Arkansas in 1992. Dr. Clow has published over 220 articles in academic journals and proceedings and has written a number of books, including Integrated Advertising, Promotions, and Marketing Communications, 6th edition, Essentials of Marketing, 4th edition, Sports Marketing, and Marketing Management. His articles appear in journals such as Journal of Business Research, The Journal of Marketing Management, the Journal of Services Marketing, the Journal of Contemporary Business Issues, the Journal of Restaurant and Foodservices Marketing, Journal of Professional Services Marketing, Services Marketing Quarterly and The Journal of Hospitality and Leisure Marketing.

Donald Baack holds the rank of University Professor of Management at Pittsburg State University, where he has taught since 1988. He previously held positions at Southwest Missouri State University, Missouri Southern State College, and Dana College. Baack received his Ph.D. from the University of Nebraska in 1987. His primary area of study was Organization and Management Theory. Professor Baack is a Consulting Editor for the Journal of Managerial Issues and has published in the journal. He has also published in Human Relations, Journal of High Technology Management Research, Journal of Ministry Marketing and Management, Journal of Management Inquiry, Journal of Customer Service in Marketing, Journal of Professional Services Marketing, Journal of Global Awareness, Journal of Business Ethics, Journal of Euromarketing, Journal of Nonprofit and Public Sector Marketing, and the Journal of Advertising Research. Dr. Baack has authored Organizational Behavior (Dame), International Business (Glencoe/McGraw-Hill), Integrated Advertising, Promotion, and Marketing Communications (Prentice Hall, with co-author Kenneth D. Clow), and Marketing Management and Cases in Marketing Management (SAGE, also with Kenneth D. Clow). Clow and Baack also wrote the Concise Encyclopedia of Advertising (Haworth). Baack and his son Daniel W. Baack recently prepared a series of 10 modules entitled "Ethics Across the Curriculum" for Pearson Custom Publishing. He also published three popular press books in the area of romance/self help.

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