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## **REVIEW OF ESSENTIALS OF MARKETING COMMUNICATIONS BY CHRIS FILL**

- I have no idea what the author is talking about - it's just the way the book is written. It seems to just start from nowhere. It's either the author is assuming the reader already knows a huge amount about marketing planning or just seems to put down thoughts as they come to mind. I reached Chapter 7 (with skipping some material in between) but can go no further. I read a lot books on management and marketing - this book has just confounded me. Luckily I got it from the

library and didn't buy it. I just finished reading one excellent book *The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly*, 2nd Edition & this book was quite a let down after that.

- I too was a little cautious of paying 13 bucks (or 10 something here) for a book that really only had 100+ some odd pages, when compared to the rest of the series (the rest of the series run about 250-350 on average). The story was fairly interesting. Not as good as the others in the series. But If you are to read the whole series you shouldn't be too cheap to spend the extra cash on 1 book of a series. I think it

would be foolish to hold out on 1 book of a series to "not get your moneys worth of 100 or so pages." My advise, JUST READ IT!