

Broader Strategies for Cross-Channel Integration II

- Co-Creating Our Future
 - Interactive IMC: The Relational-Transactional Continuum and the Synergistic Use of Customer Data
 - When Synergy in Marketing Communication Online Enhances Audience Response: The Effects of Varying Advertising and Product Publicity Messages
 - Examining Effects of Advertising Campaign Publicity in a Field Study
 - How Event Sponsors Are Really Identified: A (Baseball) Field Analysis
 - E-zines Silence the Brand Detractors
 - Recall Effect of Short Message Service as a Complementary Marketing Communications Instrument
 - Effectiveness of Telescopic Advertisements Delivered via Personal Video Recorders
 - Predicting Webcasting Adoption via Personal Innovativeness and Perceived Utilities
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