

Principles Of Integrated Marketing Communications

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Principles Of Integrated Marketing Communications

"Direct provision has gone on for too long. Instead of saying 'let's end direct provision,' why don't we say 'this is what direct provision should ...

Doing integration the right way benefits everyone

Global independent marketing and communications firm, FINN Partners, today announced that Ritesh Patel, a pioneering digital health transformation leader, joins the agency as senior partner, Global ...

Digital Health and Social Evangelist Ritesh Patel Joins FINN Partners as the Agency's First Global Digital Health Lead

Marketing Interactive is Asia's leading source of advertising, marketing & media news. News coverage includes Singapore, Malaysia and Hong Kong, reaching out to all marketing & advertising related ...

4 essential modern customer experience principles to effectively actualise true impacts

The formal Inauguration of the XXVII Post-Graduate Diploma Programme in Communication was held on July 24, 2021. Keeping with the digital trend of today, it was a virtual inauguration ceremony that ...

The Delhi School of Communication conducts e-Orientation for 27th Batch

MODERN world has shifted the traditional definition of communication, as it simply no longer means what it is supposed to mean. "Fact is undermined ...

Need for strategic-thinking communication professionals

Global independent marketing and communications agency FINN Partners has hired Pepe Aguilar as Executive Creative Director. In his new role, Aguilar brings world-class leadership to elevate the agency ...

FINN Partners hires Award-winning Creative Leader Pepe Aguilar as Executive Creative Director

According to a 2021 study by Advertiser Perceptions, more than half of advertisers using paid branded content say doing so is more critical than it was a year ago.

Top 5 content marketing agencies in Singapore

The 21st century business organization is involved in multiple ecosystems and the key to remaining sustainable and resilient is to be agile and have deeper sense of understanding and appreciation of ...

The last stretch: the Cheetah's strategic vision definition

We recently caught up with Prakash Kamdar, CEO of dentsu Singapore, to get his thoughts on the changes the industry has undergone due to the pandemic, the relationship between data-driven

insights and ...

Q&A: Prakash Kamdar - Consumers Have Learned New Habits That Make Their Lives Easier

An IT-centric network perimeter security model is increasingly insufficient to protect your organization from cyberattacks. Onclave Networks' Scott Martin advocates ...

Why Your Business Needs to Adopt Zero Trust Principles for Cybersecurity

At this time, I would like to welcome everyone to the 8x8, Inc. Fiscal First Quarter 2022 Earnings Conference Call. I will now turn the call over to Jennifer Graham Clary for the introduction. 10 ...

8x8, inc (EGHT) Q2 2021 Earnings Call Transcript

has certainly been a year of change for many businesses, with many facing a swift pivot and shift towards a greater ...

Anglia Technology: A business evolution based on the same founding principle

PRECISIONeffect, the industry's only healthcare advertising agency dedicated to changing the standard of care, today announced that it has acquired Pascãle, an international healthcare ...

Bigger and Better Together: PRECISIONeffect Acquires Pascãle, Expanding Capabilities with PR and Social Media Services

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Healthcare advertising agency PRECISIONeffect acquired Pascãle, an international healthcare communications company specializing in public relations and social media.

PRECISIONeffect Acquires Pascãle, Expanding Capabilities with PR and Social Media Services

CAMPBELL, Calif., August 04, 2021--8x8, Inc. (NYSE: EGHT) today reported financial results for the first quarter of fiscal 2022 ended June 30, 2021.

8x8, Inc. Reports First Quarter Fiscal 2022 Financial Results

Fishermen Integrated has picked up Malaysian telco challenger TIME dotCom as a client. TIME was previously with Dentsu Malaysia and instigated a 5-way agency review in May.

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