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marketing entails the co-ordination of all the marketing activities, in order to maximise all the joint effects. An integrated marketing communication strategy (as part of integrated marketing) would thus involve choosing marketing communication options that reinforce and complement one another (Kotler & Keller, 2006:19).

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[Chapter heading]10 Integrated online communication ... In Chapter 6, the Internet was discussed as one of the elements of the marketing communication mix. In this chapter it is discussed in more detail and is contextualised in terms of the integrated ... (Koekemoer, 2004: 542).

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