
Book review: Integrated marketing communications

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by Jerome M. Juska
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Introduction

Live in the age of marketing. *Integrated Marketing Communications*. Need not say much on this topic. Jerome M. Juska, a known author, brought out an “*Integrated Marketing Communication*”, which I would call a milestone in the field. This book review critically analyses this book, its importance, relevance, target group of readers and resources and methods used by the author.

Citation and price

Juska, Jerome M. (2018). *Integrated Marketing Communications*, Publisher: Routledge, \$50. This book goes for the amount of \$50, and it helps the aspirant gain in-depth knowledge about the subject without spending much on studies.

Analysis

There are several key points in making Juska’s “*Integrated Marketing Communications*” an important book: the depth it goes into the concept of IMC. The book has been divided into many chapters, each dealing with an individual element of IMC such as advertising, public relations, sales promotion, direct marketing and digital marketing. The writing style is lucid; hence, effectiveness combined with ground examples and case studies illuminates complex subject matter.

Significance

This book is relevant in the full approach that it gives to IMC. Juska posits the importance of a single message in all the marketing approaches and strategies. The book shows the needs for understanding a consumer, their needs and behaviour, which are very important to be addressed for the success of a comprehensive marketing strategy.

Relevance

This is of top appropriateness in today’s digital world. As consumers are bombarded with a plethora of messages from myriad marketing sources, marketers are equipped, through this



book, to find their way through the maze and to direct appropriate, consistent and compelling messages that connect with their potential market.

Intended audience

Even though it is mainly directed toward professionals in the field of marketing and students attending courses pertinent to marketing and business, the practical orientation and easy language in which the book is written make it interesting reading for each person eager to know more about today's marketing mechanisms.

Methodology and sources

The methodology for Juska is a mixture of theoretical and practical application. He uses several references, incidentally, literature analysis, industry reports and case studies of global brands that are successful. This interaction of theory and practicality eventually results in many enriched understandings about the correct implementation of IMC.

Critique

Even though Juska's "*Integrated Marketing Communications*" is a very detailed textbook, it may come across as a source of numerous complications for the reader who is new to the topic since the text is overly theoretical. Giving more importance to real examples and case studies would make both the book and the topic much more apparent to the reader.

Recommendation

Despite a few minor flaws, "*Integrated Marketing Communications*" is probably one of the best marketing books written by Jerome M. Juska. With incisive analysis and mastery by Juska, the book is going to be referred to by professionals in different-related marketing spheres and by high school and college students.

Conclusion

In conclusion, *Integrated Marketing Communications* by Jerome M. Juska is a powerful marketing book. It should be providing a wide-ranging view and, therefore, the critical in modern digital reality. It may be heavy on theory, but the insights to anyone with interest in marketing are invaluable; hence, it is worth a place in any marketer's bookshelf.

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