



The IMC Handbook: Readings & Cases in Integrated Marketing Communications

By J. Stephen Kelly PhD, Susan K. Jones, Richard A. Hagle

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From the Inside Flap

Richard Hagle's career in publishing began with editorial work at *Life* and *Time* magazines. He then developed an editorial and product development company (Hagle & Co.), which he left to help develop the Book Division of Crain Communications. He then became head of acquisitions and development for Dearborn Financial Publishing. He left Dearborn to start Racom. He has been on the board of the Chicago Association of Direct Marketing and the Educational Foundation since 2004.

About the Author

Professor **J. Stephen Kelly** has taught marketing in the marketing department of DePaul University for more than twenty years. He has been on the boards of numerous professional organizations, including the Chicago Association of Direct Marketing Educational Foundation.

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