



## Sales Promotion

*Tony Yeshin*

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Sales promotion is an increasingly important tool within the overall armoury of marketing communications. Sales promotion has grown dramatically as the communication channel of choice in recent years. Not only can Sales Promotion help marketers achieve specific objectives, it can do so more rapidly than virtually any other area of Marcomms. Sales Promotion is a survey text that provides a sound academic underpinning of sales promotion, illustrated by a variety of current examples drawn from recent promotions worldwide, current sales promotion campaigns and underpinned with wide references to the academic literature. It covers all areas of sales promotion, from the promotions everyone sees on a daily basis in retail outlets to the more specialized but equally influential business of B2B or trade sales promotions. In addition the text covers event management, sponsorship and cause-related marketing. Uniquely it also covers international aspects of sales promotion. Sales Promotion is suitable for undergraduate students of Marketing, in particular Marketing Communications and Advertising courses, postgraduate students on marketing-led Masters, and professional qualifications from the Institute of Sales Promotion, CIM and CAM.

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