**Title of Article:** Integrated Marketing Communications: A Catalyst for the growth of E-Business Management.

**Author(s):** Kehinde, Oladele Joseph (2010).


**Abstract** The need for every result driven organization to properly coordinate its marketing communication strategies in order to deliver clear, consistent and competitive messages about itself and its products has become highly imperative today. The objectives of this paper amongst others are to: (i) appreciate the meaning of Integrated Marketing Communications and its vital tools, which an efficient marketer can use in order to strategically position its products very well in the ever dynamic and competitive market; (ii) make a comprehensive analysis of the steps involved in developing an effective IMC programme and (iii). Showcase the immense benefits that e-business managers stand to gain through the use of IMC as well as examine the needs for firms to maintain the right database, which could serve as catalyst to effective e-business management. The paper uses a qualitative method, draws up useful policy implications and discusses the benefits that firms stand to gain through the adoption of IMC in their e-business management.