Integrated Marketing Communication..At least 8 refrences from the list& Alphabetical order, Harvard style citations. The IMC Essay will need to display evidence of having obtained and articulated, in a masterly fashion, a detailed knowledge of relevant contemporary and near contemporary developments, the extent to which these are relevant to and being implemented by business in the marketing communications arena, along with an awareness of the impact of underpinning marketing decisions on the complexity of the business and social environments. This Assignment is intended to encourage students to: • Research and reflect on a contemporary issue in Integrated Marketing Communications. • Use academic and industry resources to aid their reflection and help them to form an opinion, on one side or the other, on the issue. • Construct a clear and masterly argument that demonstrates their understanding of IMC theories generally and an ability to weigh up an argument and come to a cogent and persuasive conclusion. You will be given a statement (Kantar) and will be required to critically evaluate it in light of pertinent academic literature. You will be free to quote directly or indirectly from any publication, provided that you provide a reference for the author or originator. In other words, if the research or the views you cite are not your own, then you MUST acknowledge your source(s), ideally in accordance with the Harvard style whereby citations are made in the text by author and date, with a full alphabetical listing at the end of the paper. If you fail to acknowledge your sources, you run the risk of being accused of plagiarism, which is an academic offence. Your Topic Consider the Kantar report ‘Brand Growth: The Rules For Success’. Using a wide selection of academic references and appropriate contemporary examples and sources, critically evaluate the content of this report in the context of a wide range of industry sectors, and global integrated marketing communications in particular, and use this analysis to suggest what you think the implications might be for the future of IMC.