

Advertising Management: Concepts and Cases

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Advertising communications and promotion management, this is not a textbook and it offers not many concepts most of the time it illustrates the cases with coca cola anyways, this book places emphasis on the integrated.

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This is a comprehensive book presenting an integrated approach to concepts and cases in advertising. The book examines every aspect of advertising and sales promotion - an area of marketing, which is becoming increasingly important in a firm's total promotion mix.

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