



Advertising & IMC

Principles and Practice

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Moriarty • Mitchell • Wells

Principles Of Advertising Imc

Monle Lee, Carla Johnson



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Principles of Advertising & IMC Tom Duncan,2004-02 *Principles of Advertising* Monle Lee,Carla Johnson,2005 The authors present an integrated marketing approach to contemporary advertising This new edition has been substantially updated to take account of the changes in the advertising industry that have marked the advent of the 21st century

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