

ADVERTISER

AGENCY

General Management

Accounts Dep.

Production Dep.

Research & Planning Dep.

Creativity Dep.
copy
art

Media Dep.
media planner
media buyer

Communication
Dep.

Printing Services,
AV Producers,
Merchadising Suppliers

Freelance
and Design Studios,
Photography,
Digital Content...

Media
Agencies

Management And Advertising Problems In The Advertiser Agency Relationship

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Management & Advertising Problems in the Advertiser-agency Relationship Booz, Allen & Hamilton, 1965

Proceedings of Workshop-seminar on Market Development and Promotion for Agricultural Products ,1966

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Advertising Albert Wesley Frey, Jean C. Halterman, 1970 November 2006 *Advertising Management for Services* Mr. Rohit Manglik, 2023-11-23 In this book we will study about strategies and practices of advertising in service sectors such as hospitality education healthcare and sports

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