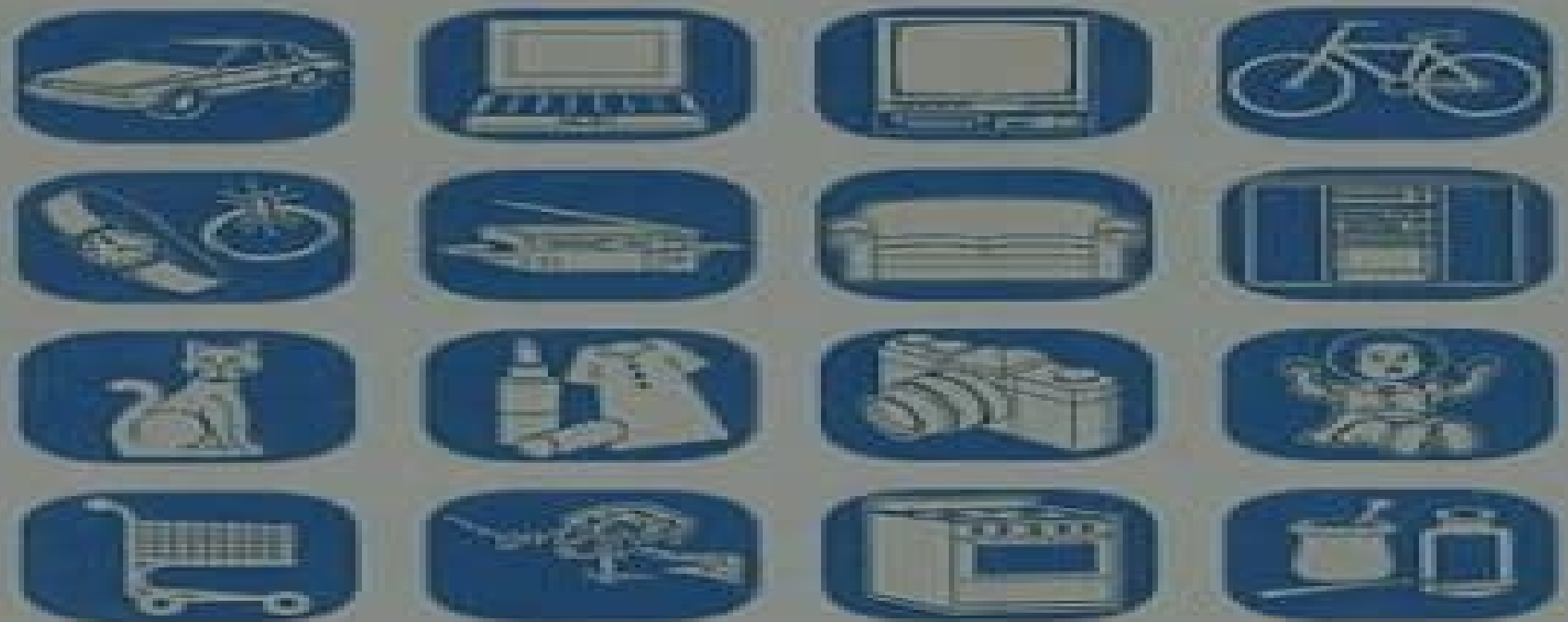


*Craig R. Evans*

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# MARKETING CHANNELS



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*INFOMERCIALS*

*AND THE FUTURE OF TELEVISED MARKETING*

# Marketing Channels Infomercials And The Future Of Televised Marketing

**Mary Lou Roberts, Paul D. Berger**



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