



# Advertising & IMC

Principles and Practice

9e

Moriarty • Mitchell • Wells

# Principles Of Advertising Imc

**Monle Lee, Carla Johnson**



## **Principles Of Advertising Imc:**

**Principles of Advertising and IMC** Thomas R. Duncan, 2004-09-01      **Advertising and IMC** Sandra Moriarty, Nancy Mitchell, William D. Wells, 2014-04-17

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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

**Advertising and IMC: Principles and Practice** Sandra Moriarty,Nancy D. Mitchell,William D. Wells,2011

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