

The logo for AdSim, featuring the word "Ad" in a blue script font and "Sim" in a blue sans-serif font, both enclosed within a light blue circular outline.

SmartSims AdSim provides a highly engaging means of developing a real understanding and appreciation of the fundamentals and dynamics of communications, advertising and promotion in business.

AdSim challenges students to apply recently learned concepts, principles and explained practices in development of overall communications, advertising and promotion campaigns, whether against the computer in the Single-Player version or in direct competition with your classmates in the Multi-Player version.

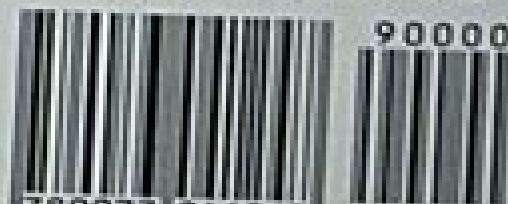
The McGraw-Hill logo, consisting of the words "Mc", "Graw", and "Hill" stacked vertically in white text on a red square background.

**McGraw-Hill
Irwin**

The SmartSims logo, featuring a stylized graphic of two curved arrows (one red, one blue) pointing in opposite directions, followed by the word "SmartSims" in a bold, sans-serif font.

The McGraw-Hill Companies

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Lingsheng Yao



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