

Principles of

Advertising & IMC

Tom Duncan

second edition

Principles Of Advertising And Imc W Adsim

**Sandra Moriarty, Nancy
Mitchell, Charles Wood, William Wells**

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major media alternatives and the processes for integrating these activities in the most effective and efficient way in order to develop long term profitable customer relationships that build brands and create brand equity Based on feedback from reviewers author Tom Duncan has increased the 2nd Edition coverage of key advertising concepts like channel marketing customer service direct response and personal selling to ensure a well rounded approach to the Principles of Advertising course

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