



Advertising

By Raymond Wright

Pearson Education, 1999. Softcover. Book Condition: Neu. Neu Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - This text looks at the area of the marketing communications mix, using "Financial Times" case studies, discussion questions, and book and web references to take students through the planning process. It contains coverage of information technology and advertising, interactive advertising. 315 pp. Englisch.



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Reviews

It in one of my personal favorite publication. Indeed, it is actually perform, still an amazing and interesting literature. Its been printed in an exceptionally easy way which is merely soon after i finished reading this book where really altered me, change the way i believe.

-- **Neal Homenick IV**

Very beneficial to all of type of individuals. This can be for those who statte that there had not been a really worth reading. You will not really feel monotony at at any time of your respective time (that's what catalogs are for concerning should you ask me).

-- **Michale Shields**