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M: ADVERTISING



McGraw-Hill/Irwin. Paperback. Book Condition: New. Paperback. 416 pages. Dimensions: 10.8in. x 9.0in. x 0.6in. M: Advertising 2e was created with students and professors needs in mind. It explores the core principles that drive advertising, using a lively voice that goes beyond academic theory. The authors goal was to present advertising as it is actually practiced and make the fundamentals accessible and relevant to the students real life. This approach truly transcends the conceptual and propels students into an exciting and practical...

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- Released at -



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