



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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