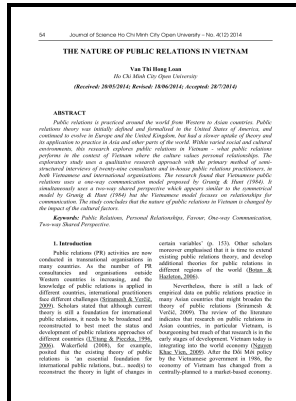


Advertising and public relations in the arms industries - their role in the mass media

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Notes: ... prepared for the International Commission for the Study of Communication Problems....

This edition was published in 1980



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Mass Media and Advertising

This implies that the firm's product or services range need not be produced identically and there may be better ways of producing a subset of them through unique activities or activities done in a unique way.

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