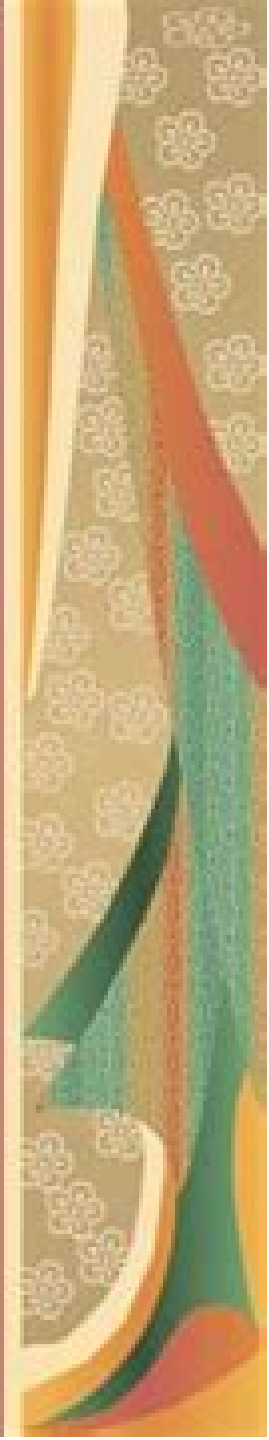


Fundamentals of Advertising



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Fundamentals of Advertising Research Alan D. Fletcher, Thomas A. Bowers, 1983

The Fundamentals of Creative Advertising Ken Burtenshaw, Nik Mahon, Caroline Barfoot, 2011-08-31 The Fundamentals of Creative Advertising provides an introduction to the key elements of creative advertising and includes a wealth of visual examples taken from real campaigns using various media

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Fundamentals of advertising I. A. Bailey, Albert H. Dunn, John W. Hartman Center for Sales, Advertising & Marketing History, 1948

Advertising Fundamentals Philip Ward Burton, John Robert Miller, 1970

Fundamentals and Practice of Marketing Adrian Mackay, John Wilmshurst, 2012-05-04 The fourth edition of this seminal text retains the clarity and simplicity of its predecessors in communicating the basic themes and principles of contemporary marketing The Fundamentals and Practice of Marketing has been substantially revised to take into account recent developments in the field most particularly the changes wrought by new technology It now follows a new structure and includes New chapters on direct marketing public relations integrated marketing planning wholesale and retail operations relationship marketing Material on services marketing e commerce ethics and social responsibility B2B marketing and external marketing environment A range of new examples The book is accompanied by online resources for tutors which include guidance notes on teaching methods for each chapter case studies with suggested solutions and approaches questions for discussion and OHP masters

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Fundamentals of Advertising Andrew Vladimir, Donna Vladimir, 1984

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