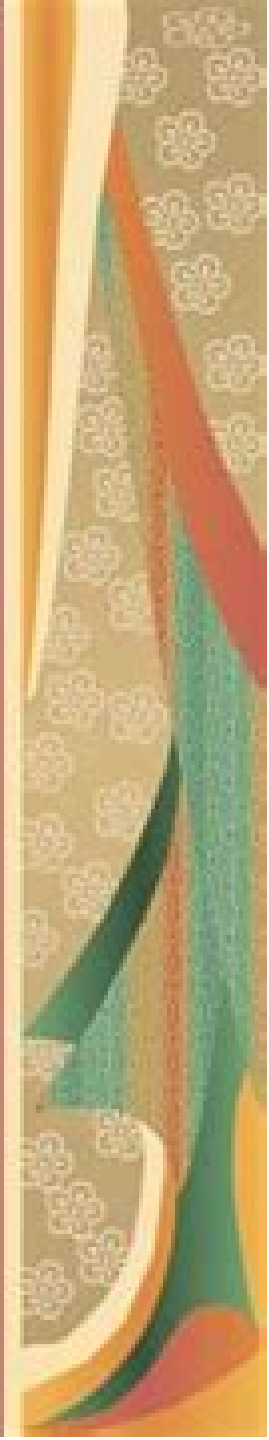


Fundamentals of Advertising



Fundamentals Of Advertising

John Wilmshurst



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of distribution market research strategic thinking and the promotion of these brands through advertising The Fundamentals of Marketing is fully illustrated with up to the minute examples and case studies including Amazon Bling H2O and Tap d NY Petstages Red Bull and Wal Mart

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