

Russell J Thomas Et Al Kleppner Publicidad 12a Edicion

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completely revised this introduction to advertising as both an art and science provides a broad overview of advertising issues and functions it places the advertising function within a contemporary integrated marketing framework showing how the advertising function must be co ordinated with all other aspects of communications within the matrix of the total business function students explore not only the history purpose and the role of advertising in our multi faceted economy but learn the specific techniques for planning media use following the creative process and planning campaigns there is also an instructor s manual with a video guide available isbn 0 13 206814 1

covering the entire field of advertising with special emphasis on imc and new technologies it places advertising within a contemporary integrated marketing framework to demonstrate how advertising must be coordinated with all other aspects of marketing communications though the book isn t just aimed at people going into the largest corporations or agencies it is packed with enough clear examples to give a real feel of the industry and an understanding of the changes taking place in the ad business and marketplace product description

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