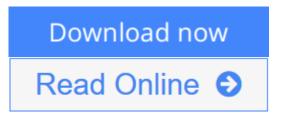


Strategic Advertising Management

By Larry Percy, Richard Elliott



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The text then outlines how this theory can be used by managers in the development of effective marketing communication plans and creative executions. The book treats the subject as an integrated whole, looking at how the various aspects of advertising fit together.

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Strategic Advertising Management By Larry Percy, Richard Elliott Bibliography

- Sales Rank: #9570733 in Books
- Published on: 2012-11-26
- Original language: English
- Number of items: 1
- Dimensions: .0" h x .0" w x .0" l, 1.72 pounds
- Binding: Paperback
- 448 pages

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Editorial Review

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