

Advertising And Promotion 10th Edition

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Advertising and Promotion: An Integrated Marketing Communications Perspective, 11th Edition by George Belch and Michael Belch (9781259548147)
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Advertising and Promotion: An Integrated Marketing Communications Perspective, 7/e, by Belch and Belch, is the number one text in the Advertising market. As the field of advertising and promotion continues to dramatically change since the dominant days of high-powered Madison Avenue agencies, marketers must look beyond traditional media in order to achieve success.

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