



Advertising Management (Prentice-Hall international series in management)

David A. Aaker, John G. Myers

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Spanning advertising management, communication, production and promotion, this text looks at the necessary decisions--in the order in which they must be made--involved in the development and execution of an advertising campaign. The "Fifth Edition" has been both updated, to include current research and readings, and improved, to encompass more of the advertising process.

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