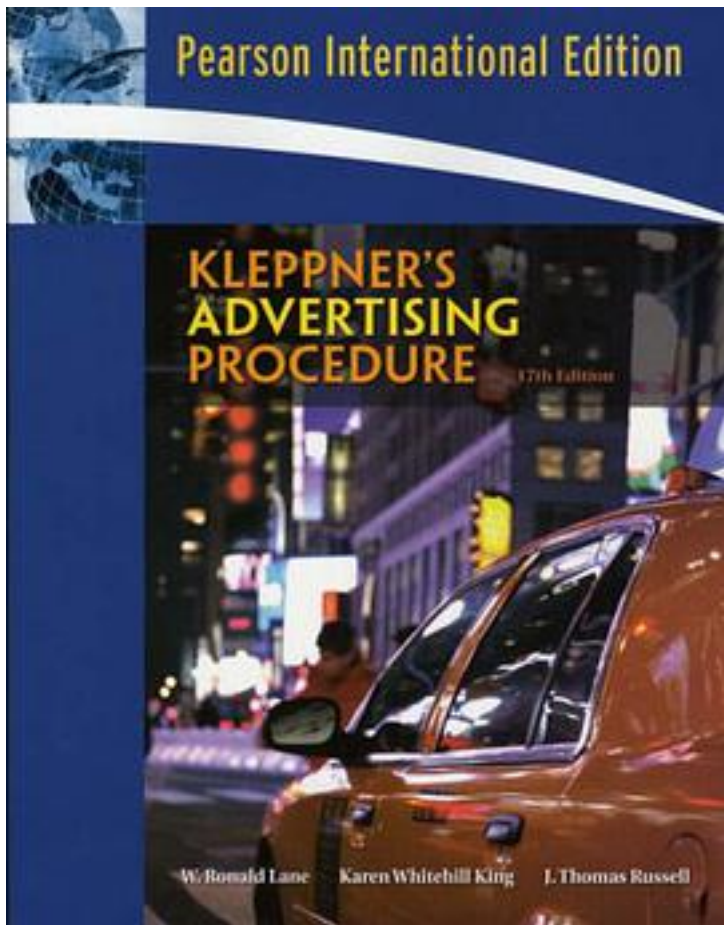


Kleppner's Advertising Procedure



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出版者:Prentice Hall

出版时间:2007-7

装帧:HRD

isbn:9780132308298

There are few areas of business and marketing that operate in a more dynamic atmosphere than advertising and promotion. The process of new product and target audience research, branding and product development, executing creative sales approaches, and selecting media and non-traditional marketing communication

placement are part of an evolving process that is undergoing dramatic change. The primary reason for publication of this new edition is to reflect this environment. Account people and creative people in the field of marketing communication, branding, integrated communications, and new media advertising.

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