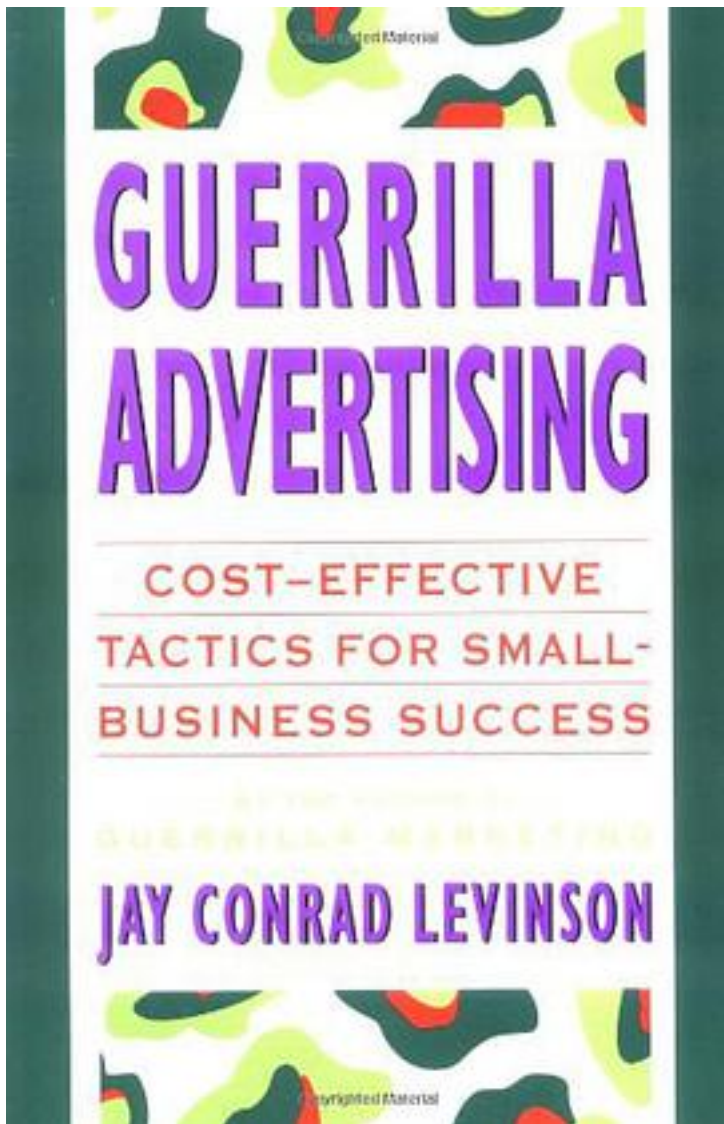


# Guerilla Advertising



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著者:Levinson, Jay Conrad

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In detailed chapters that cover everything from developing an advertising strategy to designing effective ads and copy, Levinson delivers no-nonsense advice on how to maximize advertising effectiveness. Guerrilla Advertising tells readers how to focus their audience, stay within budgets, polish layout and copy, and adapt tactics to appropriate media.

作者介绍:

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