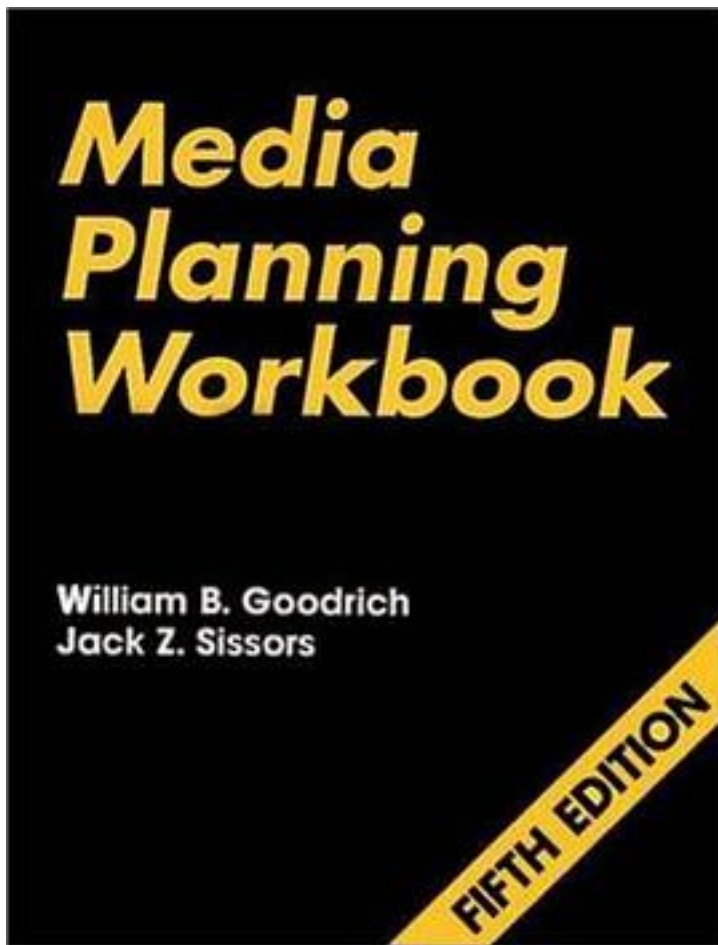


Media Planning Workbook



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This book helps your students master the skills and techniques needed to research, plan, and buy advertising media. By working through carefully constructed exercises, they'll learn how to apply their knowledge of how media are selected and make

well-informed media buying decisions. Over 30 assignments, complete with in-depth discussions, cover the entire range of media problems, including market analysis, media analysis, and media strategy.

作者介绍:

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