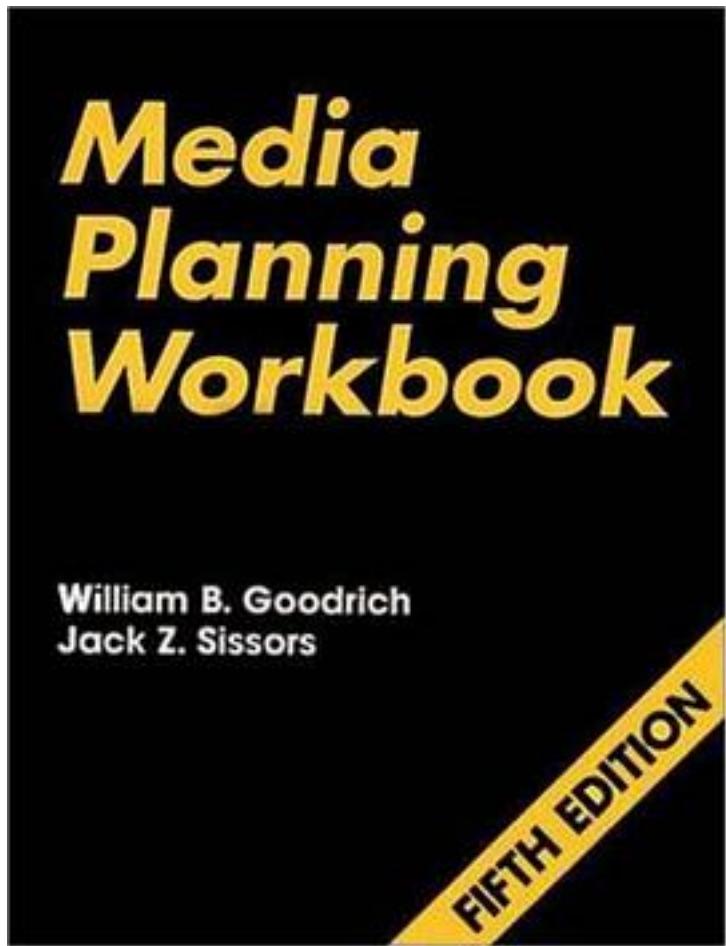


# Media Planning Workbook



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著者:William Goodrich

出版者:McGraw-Hill Humanities/Social Sciences/Languages

出版时间:2001-02-09

装帧:Paperback

isbn:9780844235028

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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