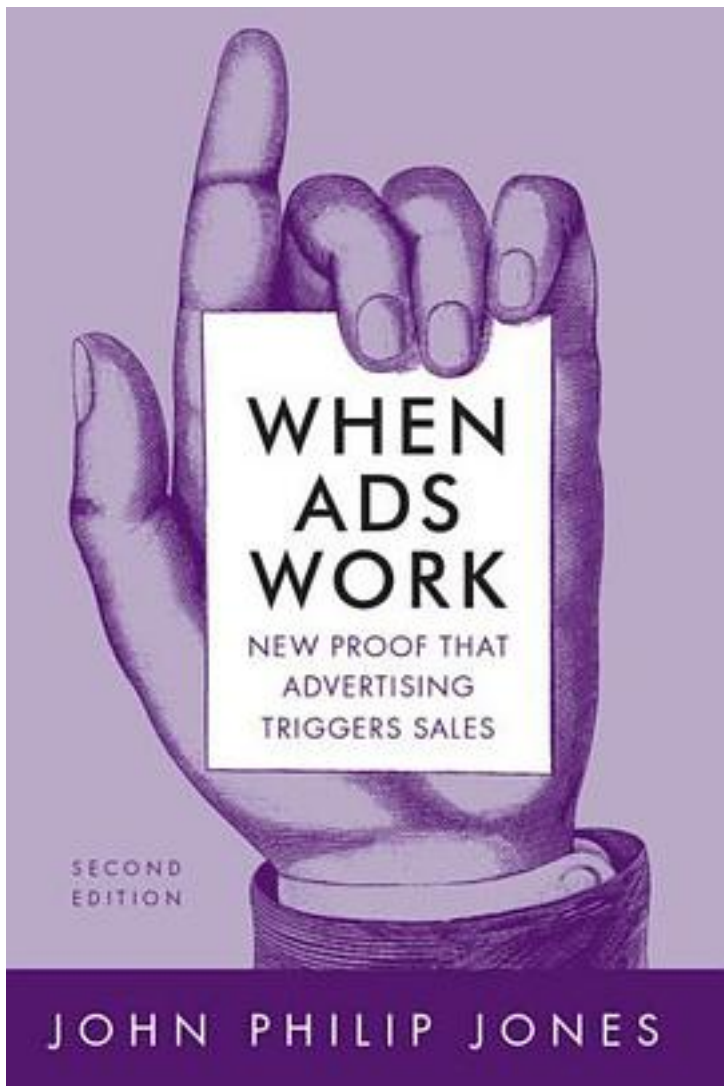


# When Ads Work



[When Ads Work\\_下载链接1](#)

著者:Jones, John Philip

出版者:M E Sharpe Inc

出版时间:2006-9

装帧:HRD

isbn:9780765617385

The "accepted wisdom" in advertising is that ad campaigns are good for building brand recognition and good will, but not for immediate sales impact. When Ads Work argues the opposite - that well-planned and well-executed advertising campaigns can and should have an immediate impact on sales.

作者介绍:

目录:

[When Ads Work\\_下载链接1](#)

标签

评论

-----  
[When Ads Work\\_下载链接1](#)

书评

-----  
[When Ads Work\\_下载链接1](#)