

Advertising and Integrated Brand Promotion



[Advertising and Integrated Brand Promotion_下载链接1](#)

著者:Thomas O'Guinn

出版者:South-Western College Pub

出版时间:2008-04-18

装帧:Hardcover

isbn:9780324568622

作者介绍:

目录:

[Advertising and Integrated Brand Promotion_下载链接1](#)

标签

广告

营销

市场营销

传播学/社会学

评论

[Advertising and Integrated Brand Promotion_下载链接1](#)

书评

[Advertising and Integrated Brand Promotion_下载链接1](#)