

Introduction to Advertising and Promotion an Integrated Marketing Communications Perspective by George E. Belch and Michael A. Belch



[Introduction to Advertising and Promotion an Integrated Marketing Communications Perspective by George E. Belch and Michael A. Belch_下载链接1](#)

著者:Belch

出版者:McGraw-Hill Education

出版时间:1993-03-01

装帧:Paperback

isbn:9780256129151

作者介绍:

目录:

[Introduction to Advertising and Promotion an Integrated Marketing Communications Perspective by George E. Belch and Michael A. Belch_下载链接1](#)

标签

评论

[Introduction to Advertising and Promotion an Integrated Marketing Communications Perspective by George E. Belch and Michael A. Belch_ 下载链接1](#)

书评

[Introduction to Advertising and Promotion an Integrated Marketing Communications Perspective by George E. Belch and Michael A. Belch_ 下载链接1](#)