



Advertising: Principles and Practice

William Wells, John Burnett, Sandra Moriarty

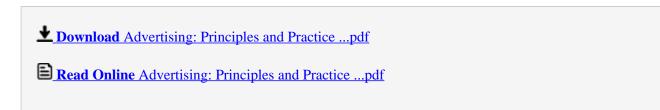
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Advertising: Principles and Practice William Wells, John Burnett, Sandra Moriarty Real-world in focus - with examples, issues and applications interlaced throughout - this introduction to both the theory and practice of advertising provides insights into how advertising is done.



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