



## Advertising: Principles and Practice

By William Wells, John Burnett, Sandra Moriarty

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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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### **Editorial Review**

#### **From the Back Cover**

**Key Benefit:** This best-selling book gives an introduction to both the theory and practice of advertising. **Key Topics:** Important insights into how advertising is done, who does it, and the critical questions that must be resolved are provided. In addition, extensive coverage of integrated marketing communications and the roles of smaller agencies and vendors, as well as the newest types of media is presented. **Market:** Appropriate for readers interested in advertising.

### **Users Review**

#### **From reader reviews:**

##### **Ernest Keeler:**

This book untitled Advertising: Principles and Practice to be one of several books that will best seller in this year, that's because when you read this reserve you can get a lot of benefit upon it. You will easily to buy this book in the book retailer or you can order it by way of online. The publisher in this book sells the e-book too. It makes you quickly to read this book, since you can read this book in your Cell phone. So there is no reason to you personally to past this publication from your list.

##### **Mitchell Diaz:**

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