



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:

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