



Overall quality of training tutorial series: advertising training(Chinese Edition)

By RAO DE JIANG, FAN XIAO QING, CHEN LU

paperback. Condition: New. Language:Chinese.Paperback Pages Number: 459 This book. the overall quality of training tutorial series one. Book ads with the times begins with eight chapters. respectively. described the basis of advertising art. advertising strategy. advertising strategy. advertising planning. advertising and media strategies. creative advertising. advertising performance. the use of various advertising media. advertising and integrated marketing communication. reflecting the contemporary advertising art t.



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