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ADVERTISING BASICS!: A RESOURCE GUIDE FOR BEGINNERS



Sage Publications, New Delhi, India, 2004. Paperback. Book Condition: New. Dust Jacket Condition: New. First Edition. Advertising Basics! is a one-stop resource for anyone who wishes to understand and unravel the exciting world of advertising. Beginning from the basics, the book uses a simple commonsense approach to explain everything one wants to know about advertising and how the industry works on a daily basis. The book begins with a brief history which gives the reader an understanding of how advertising...

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- Authored by J.V. Vilanilam and A.K. Varghese
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