Kleppners Advertising Procedure

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there are few areas of business and marketing that operate in a more dynamic atmosphere than advertising and promotion the process of new product and target audience research branding and product development executing creative sales approaches and selecting media and non traditional marketing communication placement are part of an evolving process that is undergoing dramatic change the primary reason for publication of this new edition is to reflect this environment account people and creative people in the field of marketing communication branding integrated communications and new media advertising

dit is het e book uittreksel behorend bij het boek kleppner s advertising procedure 1e druk isbn 9780132308298 van w ronald lane karen whitehall king j thomas russell uittreksels van studentsonly bieden je een goede manier om de stof uit het boek nog sneller en makkelijker onder de knie te krijgen ze geven beknopt in ca 10 van het aantal pagina s van het boek een compleet overzicht van alles wat belangrijk is in het uittreksel wordt regelmatig naar pagina s paragrafen tabellen of figuren in het boek verwezen het is dan ook moeilijk te gebruiken zonder het boek maar des te beter samen met het boek bron flaptekst uitgeversinformatie

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