

# Kleppners Advertising Procedure

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includes glossary index

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primarily intended for undergraduate students majoring in advertising marketing and management this book blends together all relevant contemporary information as it relates to the practice of advertising with accuracy and foresight

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karen whitehall king j thomas russell uittreksels van studentonly 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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