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this is an ideal and most comprehensive textbook presenting an integrated approach to the principles concepts and the cases in

advertising management based on authentic publications and practical experience of the authors the book deals with advertising and sales promotion economic and social effectiveness of advertising decisions and plans the book is well written and well structured in lucid simple and conversational language different topics are systematically arranged with proper blend of theories and models so as to make easy and clear understanding of principles and their applications in advertising the book will be very useful for students doing m b a m com d i m and b b m it will also be most valuable reference source for advertising professionals

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