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Contemporary advertising by William F. Arens, Michael F. Weigold, Christian Arens, Arens., Bovee, 1996, Irwin edition, in English - 6th ed.

*Contemporary advertising (1996 edition) | Open Library*

This product is the "big version" (18 chapters) intended for courses in Advertising and Integrated Marketing Communication. The course is taken by students in liberal arts, journalism, mass communication, and business programs. However, due to its practical, hands-on approach, depth of coverage, and marketing management emphasis, it is also widely used in university extension courses, and ...

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