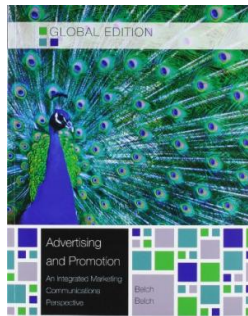


Advertising and Promotion An Integrated Marketing Communications Perspective



Book Review

This book may be worth purchasing. I am quite late in start reading this one, but better then never. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Esta Price)

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