



Advertising: Principles and Practice

William D. Wells, Sandra Moriarty, John Burnett

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The theme of "advertising effectiveness" has been reinforced in this creative highly readable book through Effies-oriented vignettes, best practices boxes, ethics boxes, "Inside Story" boxes and practical tips. Hands-on EOC material and video cases featuring a hot NYC ad agency reinforce the real-world/industry perspective. A campaign example and media-buying simulation are new.

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