



## Advertising Media A-to-Z: The Definitive Resource for Media Planning, Buying and Research

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By Jim Surmanek

Mcgraw-Hill Professional, 2003. Broschiert. Book Condition: Neu. Neu Neuware; new item; - Includes useful media terms, concepts, strategies, and more. This book provides information, tips and pointers for media planning, and similar words for cross-referencing. It is suitable for advertising professionals, marketing managers, media sales representatives, and students of marketing and advertising. Englisch.



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