



Advertising Campaign Strategy: A Guide to Marketing Communication Plans

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Product Description

How do you orchestrate the next great advertising campaign? Find out with ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS. Inside you'll see step-by-step how to take a great idea through the complete advertising process. And because it's focused on campaigns, ADVERTISING CAMPAIGN STRATEGY: A GUIDE TO MARKETING COMMUNICATION PLANS is loaded with the tips you'll need to succeed in the class now and get your project chosen in the future.
