



Case tutorial learned advertising campaign(Chinese Edition)

By HE JIA XUN

paperback. Book Condition: New. Language:Chinese.Paperback. Pages Number: 340 Publisher: Fudan University Press Pub. Date :2002-10-01. This book focuses on how to create brand equity advertising practice and theory. By virtue of its many years of professional research experience. combined with insight into the evolution of the Chinese market. put forward a new view of the current role of advertising to build a new teaching system and the knowledge framework. The book selected 35 classic and newly wonderful as the main conte.



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