



Fundamentals of Advertising

John Wilmshurst, Adrian Mackay

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The authors use a wide range of examples to illustrate their themes and an informative series of guidelines and checklists of value not only to students but to those applying the various techniques.

Topics the authors examine include: The role of the advertising agencies, Planning advertising campaigns, Setting budgets, The scope of below-the-line promotion, How advertising materials are created and produced, The issue of control in advertising, International advertising.

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