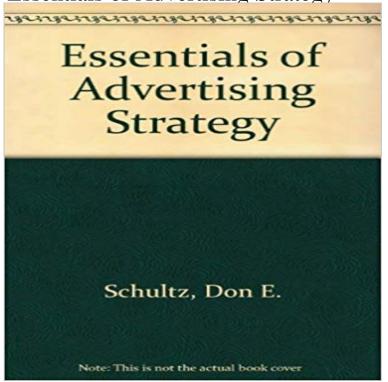
Essentials of Advertising Strategy



Get the strategic insights and tools you need to make your next advertising or marketing communications program more productive and profitable. Eight concise chapters, updated to include the newest approaches, show you how to: --Understand vour customer better--Integrate promotion and communications strategies into an effective marketing plan--Develop on-target creative approaches and executions-- Evaluate strategies programs for the entire range of media

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