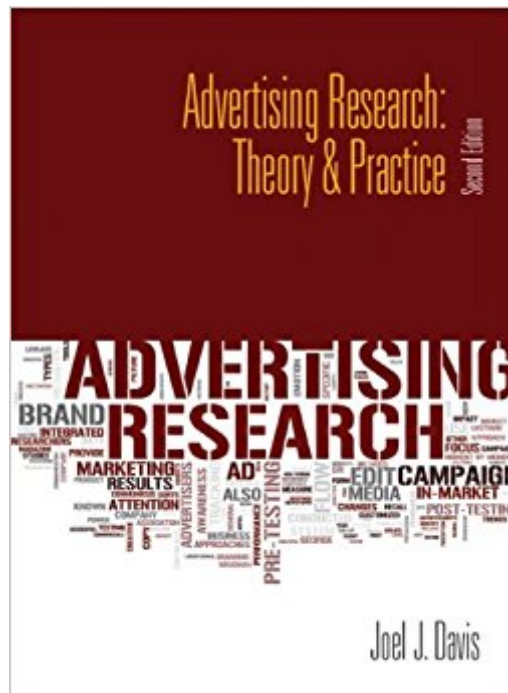




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Advertising Research: Theory & Practice (2nd Edition)



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Book Information

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This textbook provides students with the knowledge and skills necessary to be successful advertising professionals in the advertising business. Advertising Research: Theory and Practice distinguishes itself from other advertising research texts in four ways--breadth, depth, integration and currency. This book has been written and structured with the goals of improving student learning and facilitating the application of newly learned material to actual situations. Coverage is divided into two parts. The first part discusses the context in which advertising research is conducted, while the second part presents specific research topics and techniques. --This text refers to an alternate Hardcover edition.

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It is easy to understand, especially for beginners~! I really recommend this book! It contains a lot of information !

This is a required text for my college course. I will not have an opinion until class completion.

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