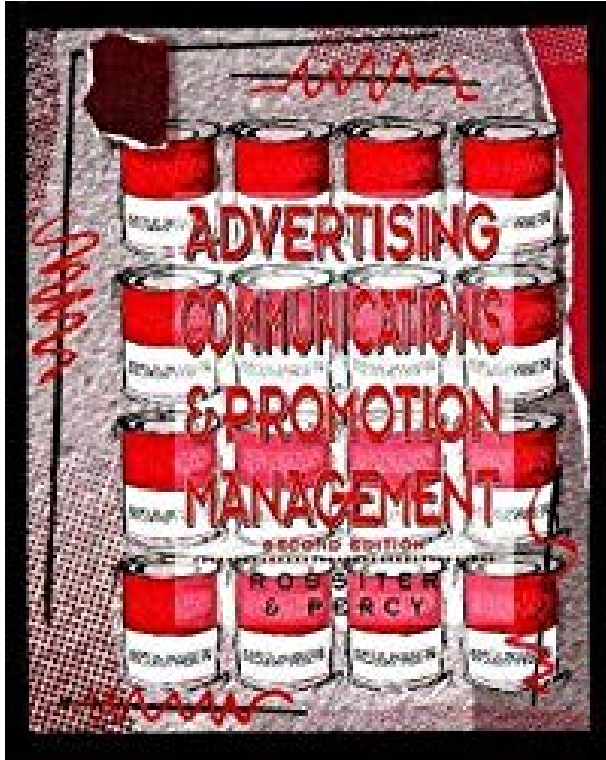


Advertising Communication and Promotion Management



Published:	January 1st 1997 by McGraw-Hill Companies
ISBN10:	007053943X
Pages:	640
ISBN13:	9780070539433
Goodreads Rating:	4.00
Author:	John R. Rossiter
Genre:	Nonfiction

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This edition places emphasis on the integrated market communications revolution and reflects the integration of mainstream advertising with corporate communications, direct-response advertising, and promotions. The text has a strong managerial and applied emphasis, and covers all the core topics in advertising and advertising communications.