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messages delivered to groups of people simultaneously. 1.4 History of Advertising Advertising is an important element of our culture because it reflects and attempts to change our life style. The concept of advertising dates to early civilization.

PAPER-1 BASIC PRINCIPLES OF ADVERTISING AND PUBLIC RELATION

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Pete Barry

The name seems to be inspired by a famous Hollywood movie. But relax, the book has 50 chapters in it and hence the name. The book has well written, informative articles regarding Digital Marketing. The book has collected different points of views from 50 different Digital Marketing experts. Authors: Francesca James, Hannan

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The Advertising Concept Book: Think Now, Design Later ...

The Advertising Concept Book is designed primarily for students (and

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teachers) and provides a well-structured and complete course on advertising, including several exercises that students can try. The book works through the entire process from basic tools, to strategy and campaign executions across all media - print, TV, ambient, interactive, radio and integrated campaigns.

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Page 18/23

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