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Advertising & Promotion: George E. Belch, THM Advertising And Promotion- An Integrated Marketing Communication Approach, Shimp, Cengage References: Integrated Advertising, Promotion And Marketing Communications, Clow, Baack, Pearson. Integrated Advertising, Promotion And Marketing Communications, Kruti Shah, Alon D'Souza, May 1th, 2024

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Dec 05, 2012 · The 11th Edition Of The British Code Of Advertising And Sales Promotion Came Into Force On 4 March 2003. The Purpose Of The Code Is To Maintain, In The Best And Most Flexible Way Possible, The Integrity Of Marketing Communications In The Interests Of Both The Consumer And The Trade. Mar 2th, 2024

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Ogilvy. David (1963), Confessions Of An Advertising Man, 1st Ed. New York:

Atheneum. Author: Mohit Kumar Created Date: 3/4/2021 3:52:59 PM ... Apr 1th, 2024

### **ADVERTISING AND PROMOTION MANAGEMENT (MKTG 4175)**

17.Mackenzie, Scott B., Richard J. Lutz, And George E. Belch (1986), "The Role Of Attitude Toward The Ad As A Mediator Of Advertising Effectiveness: A Test Of Competing Explanations" Journal Of Marketing Research, 23 (2), Pp. 130-143. Mar 1th, 2024

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Responses And Advertising Effectiveness," Journal Of Advertising Research, 27 (October-November), 54-62. 17.Mackenzie, Scott B., Richard J. Lutz, And George E. Belch (1986), "The Role Of Attitude Toward The Ad As A Mediator Of Advertising Effectiveness: A Test Of Competing Explanations" Journal Of Marketing Research, 23 (2), Pp. 130-143. May 1th, 2024

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