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• George E. Belch, Micheal A. Belch, KeyoorPurani: Advertising And Promotion; Tata McGraw Hill • Handbook Of Journalism And Mass Communication By Vir Bala Aggarwal, V.S. Gupta • Mass Communication In India- Keval J. Kumar Jan 14th, 2024

## (17E00317) ADVERTISING AND SALES PROMOTION MANAGEMENT ...

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, Jan 15th, 2024

## Advertising Gilligan, Steve Advertising Radio Advertising ...

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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 14th, 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 22th, 2024

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