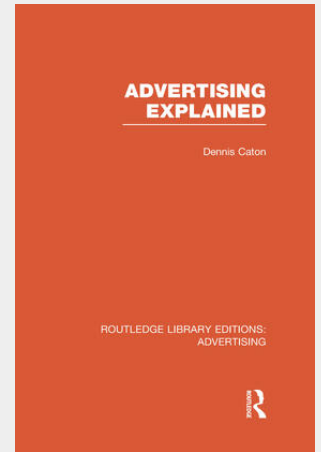


Caton

## Advertising Explained (Rle Advertising)

---

This work explains the various elements which go to the making of a successful advertising campaign – the planning, research and discussion – and gives some helpful information about advertising media, the creation of advertisements, about printing processes and mechanical production. It touches upon marketing and distribution and shows how these things must have a direct bearing on any well-framed advertising policy. The work of the Advertising Agency is fully described and there is some interesting advice about overseas advertising. Advertising Explained contains 27 illustrations, including a number of most useful diagrams and charts –invaluable for day-to-day reference. First published in 1949.



**146,50 €**

136,92 € (zzgl. MwSt.)

*Lieferfrist: bis zu 10 Tage*

---

**Artikelnummer:** 9780415817769

**Medium:** Buch

**ISBN:** 978-0-415-81776-9

**Verlag:** Taylor & Francis Ltd (Sales)

**Erscheinungstermin:** 21.03.2013

**Sprache(n):** Englisch

**Auflage:** 1. Auflage 2013

**Serie:** Routledge Library Editions:  
Advertising

**Produktform:** Gebunden

**Gewicht:** 476 g

**Seiten:** 116

**Format (B x H):** 157 x 236 mm

