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## **ADVERTISING, SALES PROMOTION & SALES MANAGEMENT (MAJOR ...**

• George E. Belch, Micheal A. Belch, Keyoor Purani: 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 Apr 9th, 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 6th, 2024

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

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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 ... Mar 18th, 2024

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### **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. Jan 18th, 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. Apr 8th, 2024

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