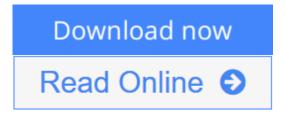


Advertising Media Planning, Seventh Edition

By Baron / Sissors



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The industry standard for 30 years updated to include the newest developments in digitization and the three screens of video Apply the latest advertising technologies Build your brand in every medium Create the right budget for each campaign Through six previous editions, Advertising Media Planning has proven essential to the success of both practicing and aspiring media planners. Now in its seventh edition, it continues to provide valuable insight into the construction of media plans that most effectively achieve marketing objectives. Advertising Media Planning, seventh edition, retains all the critical information you need to know about traditional media including TV, radio, and print--while exploring the latest media forms, illustrated with major advertiser case histories. You'll find comprehensive coverage of the latest media planning and digital technologies,



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