1. Record Nr. UNINA9910134591103321

Titolo	Current issues and research in advertising
Pubbl/distr/stampa	Ann Arbor, Mich., : Division of Research, Graduate School of Business Administration, University of Michigan
ISSN	2165-820X
Descrizione fisica	1 online resource
Disciplina	659.1
Soggetti	Comparative advertising Advertising - United States Advertising - Research Publicite comparative Publicite - Etats-Unis Publicite - Recherche Advertising Reclame Advertenties Periodical periodicals. Periodicals. Periodiques. United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed