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| 1. | Record Nr. | UNINA9910482586803321 |
| | Autore | Huitfeldt Arild <1546-1609.> |
| | Titolo | Den anden Part Chronologiae, Continuatz, oc Forfølge, paa vore Danske Historier, siden Saxo døde. Indeholdendis: Kong Erich Mendueds Historie, Kong Christoffers den II. hans Broder, Konning Woldemar den III. Christophori Søn, fra Aar 1286. oc til 1375. som er CXI. Aars Historier ved Arrild Huidtfeldt [[electronic resource]] |
| | Pubbl/distr/stampa | Copenhagen, : Heinrich Waldkirch, 1601 |
| | Descrizione fisica | Online resource ([12], 630 s., [2] falsede tav.) |
| | Lingua di pubblicazione | Danese |
| | Formato | Materiale a stampa |
| | Livello bibliografico | Monografia |
| | Note generali | Reproduction of original in Det Kongelige Bibliotek / The Royal Library (Copenhagen). |
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| 2. | Record Nr. | UNINA9910791456503321 |
| | Autore | Chunawalla S. A |
| | Titolo | Foundations of advertising [[electronic resource]] : theory & practice / / S.A. Chunawalla, K.C. Sethia |
| | Pubbl/distr/stampa | Mumbai, : Himalaya Pub. House, 2008 |
| | ISBN | 1-64287-583-X
1-282-80370-0
9786612803703
1-4416-7611-2 |
| | Edizione | [Rev. ed.] |
| | Descrizione fisica | 1 online resource (749 p.) |
| | Altri autori (Persone) | SethiaK. C |
| | Soggetti | Advertising |
| | Lingua di pubblicazione | Inglese |
| | Formato | Materiale a stampa |
| | Livello bibliografico | Monografia |
| | Note generali | Includes index. |

COVER ; CONTENTS; Celebrating 100 Years of Indian Advertising; Advertising World; Fundamentals of Advertising: I; Fundamentals of Advertising: II; Types of Advertising; Advertising as a Career; Advertising Business; Campaign Planning and Creativity in Advertising; Advertising Budget; Media Selection, Planning, Scheduling & Strategy; Print Media: Newspapers and Magazines; Electronic Media: TV: The New Golden Goose; Electronic Media: Radio; Media of the New Millennium - Internet; Outdoor and Transit Media; Direct Marketing (DM), Cinema and Miscellaneous Media; Message Design and Development Advertising AppealsAdvertisement Copy for Print Media; Copywriting for Radio, TV and Outdoor Media; Advertisement Art - The Layout of Advertisements; Advertising Art - Preparation of a Layout: I; Advertising Art - Preparation of a Layout: II; Glamour of Advertising: Models, Fashion Shows, VJs, DJs, RJs and MCs; Print Ad Production; TV Commercial/ Ad Film Production; Production of Animation Films; Fundamentals of Computer Graphics; Ad Effectiveness; Marketing Research; Advertisement Stalwarts; Advertisement and Society; Case Studies; Index
