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ISBN	1-322-41323-1 1-4522-2044-1 1-4522-2186-3
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Altri autori (Persone)	JonesJohn Philip
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Note generali	Description based upon print version of record.
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Nota di contenuto	Cover; Contents; ""Subliminal"" Advertising; Introduction; Part I - Advertising Organizations; Chapter 1 - Advertising Archives-The University of Illinois; Chapter 2 - Advertising Archives-Other Collections; Chapter 3 - The Advertising Association (AA) (United Kingdom); Chapter 4 - The Advertising Council; Chapter 5 - The Advertising Educational Foundation (AEF); Chapter 6 - The Advertising Federation of Australia (AFA); Chapter 7 - Advertising Industry Awards; Chapter 8 - The Advertising Research Foundation (ARF); Chapter 9 - Advertising Seminars International (asi) Chapter 10 - The American Academy of Advertising (AAA)Chapter 11 - The American Advertising Federation (AAF) and the Advertising Hall of Fame; Chapter 12 - The American Association of Advertising Agencies (AAAA); Chapter 13 - The American Marketing Association (); Chapter 14 - Arcature (formerly the Coalition for Brand Equity); Chapter 15 - The Association of National Advertisers (ANA); Chapter 16 - The Audit Bureau of Circulations (ABC); Chapter 17 - British Design and Art Direction (D&AD); Chapter 18 - The Children's Advertising Review Unit (CARU) Chapter 19 - Competitive Media Reporting (CMR)Chapter 20 - The Council for Marketing and Opinion Research (CMOR); Chapter 21 - The Council of American Survey Research Organizations (CASRO); Chapter

22 - Cox Direct-Annual Surveys of Promotional Practices; Chapter 23 - The Direct Marketing Association (DMA); Chapter 24 - The Direct Marketing Educational Foundation (DMEF); Chapter 25 - The European Association of Advertising Agencies (EAAA); Chapter 26 - The European Society for Opinion and Marketing Research (ESOMAR); Chapter 27 - The Federal Trade Commission and How It Regulates Advertising Chapter 28 - The Free-Standing Insert (FSI) CouncilChapter 29 - Genootschap Voor Reclame (GVR); Chapter 30 - Gesamtverband Werbeagenturen (GWA); Chapter 31 - The History of Advertising Trust Archive (HAT) (United Kingdom); Chapter 32 - The Incorporated Society of British Advertisers (ISBA); Chapter 33 - Institut de Recherches et d'Etudes Publicitaires (IREP); Chapter 34 - The Institute of Canadian Advertising (ICA); Chapter 35 - The Institute of Practitioners in Advertising (IPA); Chapter 36 - The International Advertising Association (IAA) Chapter 37 - The International Advertising Festival, CannesChapter 38 - The International Federation of Periodical Publishers (FIPP); Chapter 39 - The International Radio & Television Society Foundation (IRTS); Chapter 40 - The Internet Advertising Bureau (IAB); Chapter 41 - The Magazine Publishers of America (MPA); Chapter 42 - The Marketing Science Institute (MSI); Chapter 43 - The Marketing Society (United Kingdom); Chapter 44 - The Market Research Council; Chapter 45 - The Market Research Society (MRS) (United Kingdom); Chapter 46 - The Market Research Society of Australia (MRSA) Chapter 47 - The Media Research Club of Chicago (MRCC)

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Sommario/riassunto

This is a comprehensive guide to the 77 key organisations and publications in the field of advertising and marketing communications. Entries include a thorough description of each organisation's purpose, activity and contact information.

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