

| | |
|-------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. Record Nr. | UNINA9910785664703321 |
| Autore | Chunawalla S. A |
| Titolo | First steps in advertising and sales promotion [[electronic resource] /] / S.A. Chunawalla |
| Pubbl/distr/stampa | Mumbai [India], : Himalaya Pub. House, 2010 |
| ISBN | 1-282-81209-2 9786612812095 1-4416-7506-X 93-5043-240-4 |
| Edizione | [Rev. ed.] |
| Descrizione fisica | 1 online resource (199 p.) |
| Disciplina | 659.1 |
| Soggetti | Advertising Sales promotion |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Note generali | Description based upon print version of record. |
| Nota di contenuto | COVER; CONTENTS; COMMUNICATION PROCESS AND PROMOTION; INTRODUCTION TO ADVERTISING; ADVERTISING PLANNING PROCESS; ECONOMIC ASPECTS OF ADVERTISING; COMMUNICATION MIX; APPEALS IN ADVERTISING; COPYWRITING; CAMPAIGN PLANNING IN ADVERTISING; TYPES OF MEDIA; MEDIA PLANNING AND SCHEDULING; ADVERTISING AGENCY; EVALUATION OF ADVERTISING EFFECTIVENESS; LEGAL AND ETHICAL ASPECTS OF ADVERTISING; SALES PROMOTION AND SALES PROMOTION |