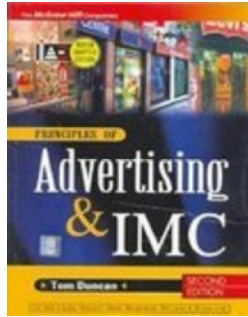


## Principles of Advertising and IMC, Second Edition (SIE)



### Book Review

This publication is definitely not simple to start on studying but really fun to see. It usually will not price too much. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Prof. Carli Schumm IV)

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