



Contemporary Advertising Loose Leaf

William Arens

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Presenting Advertising as it is actually Practiced. Known for its current examples the author's ability to pull from real-world experiences and clear writing style the 14th edition of Contemporary Advertising is a popular favorite among Advertising faculty and students. Taking a comprehensive view of the industry this text presents advertising from the creative stand-point and the authors draw from their industry experience to lend life to the examples. This text continues to address the importance of Integrated Marketing Communications (IMC) in the field of Advertising and how it impacts advertising strategy through featured examples of IMC campaigns.

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