

Advertisers at work

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20425427&lokasi=lokal>

Abstrak

This book, shares the untold stories of senior executives and rising stars in advertising, demystifies the craft of advertising from the perspectives of creatives, media strategists, planners, and account executives, provides insights, strategies, and tactics readers can put to work immediately, and offers predictions on the rapidly changing advertising landscape.