

***Judul:***

The advertising concept book : think now, design later : a complete guide to creative ideas, strategies and campaigns

***Pengarang/Penulis:***

Barry, Pete S., author

***Subjek:***

Advertising -- Campaigns -- Copy

***Nomor Panggil:***

659.1 BAR a

***Penerbitan:***

Thames and Hudson

***Link Terkait:***

- [Deskripsi Bibliografi](#)
- [Abstrak](#)
- [Dokumen Yang Mirip](#)
- [Universitas Indonesia Library](#)