

***Judul:***

Advertising and integrated brand promotion

***Pengarang/Penulis:***

O`Guinn, Thomas C., author

***Subjek:***

Advertising; Advertising media planning

***Nomor Panggil:***

659.11 O'GU a

***Penerbitan:***

CT Cengage Learning

***Link Terkait:***

- [Deskripsi Bibliografi](#)
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