

**Judul:**

Creative strategy in advertising

**Pengarang/Penulis:**

Drewniany, Bonnie L., author

**Subjek:**

Advertising copy. Advertising layout and typography. Advertising. Television advertising. Radio advertising.

**Nomor Panggil:**

659.132 DRE c

**Penerbitan:**

Wadsworth, Cengage Learning

**Link Terkait:**

- [Deskripsi Bibliografi](#)
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