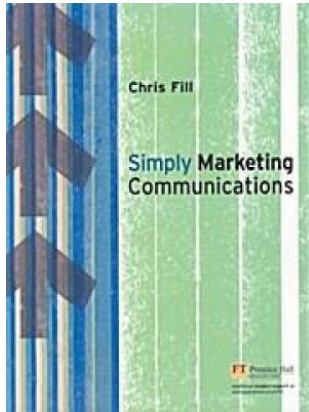


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## SIMPLY MARKETING COMMUNICATIONS



Prentice Hall, 2006. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Simply Marketing Communications offers a concise overview of the principles and practices of this dynamic and exciting subject. Based on Chris Fill's comprehensive and widely used Marketing Communications: engagement, strategies and practice, this shorter book has much more emphasis on the basic concepts and avoids the use of some of the more complex theoretical frameworks....

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- Authored by Chris Fill
- Released at 2006



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