



# Advertising: Principles and Practice

By William Wells, John Burnett, Sandra Moriarty

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Real-world in focus - with examples, issues and applications interlaced throughout - this introduction to both the theory and practice of advertising provides insights into how advertising is done.

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## **Advertising: Principles and Practice By William Wells, John Burnett, Sandra Moriarty Bibliography**

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## **Editorial Review**

From the Back Cover

**Key Benefit:** This best-selling book gives an introduction to both the theory and practice of advertising. **Key Topics:** Important insights into how advertising is done, who does it, and the critical questions that must be resolved are provided. In addition, extensive coverage of integrated marketing communications and the roles of smaller agencies and vendors, as well as the newest types of media is presented. **Market:** Appropriate for readers interested in advertising.

## **Users Review**

**From reader reviews:**

**Mary Davis:**

This Advertising: Principles and Practice are reliable for you who want to certainly be a successful person, why. The main reason of this Advertising: Principles and Practice can be one of several great books you must have is usually giving you more than just simple examining food but feed you actually with information that probably will shock your before knowledge. This book is definitely handy, you can bring it all over the place and whenever your conditions at e-book and printed types. Beside that this Advertising: Principles and Practice forcing you to have an enormous of experience for instance rich vocabulary, giving you test of critical thinking that we all know it useful in your day pastime. So , let's have it and enjoy reading.

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**Ola Hellman:**

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