



M: Advertising

By William Arens

McGraw-Hill/Irwin. Paperback. Book Condition: New. Paperback. 416 pages. Dimensions: 10.8in. x 9.0in. x 0.6in. M: Advertising 2e was created with students and professors needs in mind. It explores the core principles that drive advertising, using a lively voice that goes beyond academic theory. The authors goal was to present advertising as it is actually practiced and make the fundamentals accessible and relevant to the students real life. This approach truly transcends the conceptual and propels students into an exciting and practical dimension. Students receive a cost - effective, easy to read, focused text complete with study resources to help them review for tests and apply chapter concepts. Professors receive a text that contains all the pertinent information - yet in a more condensed format that is easier to cover by students. McGraw-Hill Connect assignments are provided to utilise the power of the web, providing application of concepts for students and automatically grade materials to support instructors. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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