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**Título:** Kleppner's Advertising Procedure

**Autor:** Lane / Whitehill / Russell

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**Sinopsis**

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Covering the entire field of advertising with special emphasis on IMC and new technologies, it places advertising within a contemporary, integrated marketing framework to demonstrate how advertising must be coordinated with all other aspects of marketing communications. The book covers four basic concept of advertising: the place of advertising, planning the advertising, managing the advertising, and media. Account people and creative people in the field of marketing communication, branding, integrated communications, and new media advertising.