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articles in prominent journals Advertising and Promotion (Global Ed): Amazon.co.uk: Belch ...Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th Edition by George Belch and Michael Belch (9781260259315) Preview the textbook, purchase or get a FREE instructor-only desk copy. Advertising and Promotion: An Integrated Marketing ...About this title Overview: Belch/Belch 9th edition continues its Advertising focus with an emphasis on IMC. It includes very comprehensive coverage of Agency issues and creative work and how it is related to the IMC mix. The authors understand that

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About the Author  
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