



Strategic Advertising Management

By Larry Percy, Richard Elliott

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The text then outlines how this theory can be used by managers in the development of effective marketing communication plans and creative executions. The book treats the subject as an integrated whole, looking at how the various aspects of advertising fit together.

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Editorial Review

About the Author

Larry Percy Visiting Professor, Copenhagen Business School and Stockholm University, and International Consultant in Marketing Communications and Brand Strategy

Richard Elliott, Professor of Marketing and Consumer Research, University of Bath School of Management, and Fellow of St Anne's College, Oxford

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