

<<美国广告文化>>

图书基本信息

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内容概要

内容提要

本书系统讲述了美国广告业和广告理论与方法的发展历程和演进轨迹，作者引用大量史实和案例，科学归纳了美国广告文化的发展阶段和发展规律，并对未来发展趋势进行了合理的展望。

本书内容丰富，体系完整，适合于营销、企业管理专业学生和相关专业人员选作教材和参考读物。

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