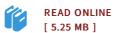




# Case tutorial learned advertising campaign (Chinese Edition)

By HE JIA XUN

paperback. Book Condition: New. Language:Chinese.Paperback. Pages Number: 340 Publisher: Fudan University Press Pub. Date :2002-10-01. This book focuses on how to create brand equity advertising practice and theory. By virtue of its many years of professional research experience. combined with insight into the evolution of the Chinese market. put forward a new view of the current role of advertising to build a new teaching system and the knowledge framework. The book selected 35 classic and newly wonderful as the main conte.



# Reviews

Unquestionably, this is actually the very best job by any publisher. It really is basic but unexpected situations within the 50 % from the book. I discovered this book from my dad and i advised this publication to discover.

-- Dr. Willis Walter

An exceptional book and also the font utilized was intriguing to read. This is for all who statte there was not a worth reading. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Prof. Tyson Hilpert

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Createspace, United States, 2015. Paperback. Book Condition: New. Apoorva Dingar (illustrator). Large Print. 214 x 149 mm. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Klara is a little different from the other cows, because she has a very special...