PHILADELPHIA UNIVERSITY LIBRARY

ONLINE CATALOGUE

The discourse of advertising

Author	Cook,Guy (Author)
Responsibility Data	Guy Cook
Publication Data	London: Routledge, 2006
Edition	2nd ed.
Physical Description	xii, 256 p.
Series Data	The INTERFACE series;
ISBN	0-415-23455-7
Subject Area	Management
Subject Headings	Discourse analysis Advertising -- Language
Call Number	659.1014 COO