

## ONLINE CATALOGUE

## Integrated advertising, promotion and marketing communications

		Clow,Kenneth E. (Author) Baak,Donald (Author)
	<b>Responsibility Data</b>	Kenneth E. Clow, Donald Baack
		Upper Saddle River, New Jersey: Pearson Prentice- Hall, 2007
	Edition	
	Physical Description	xxiii, 515 p.
	ISBN	0-13-186622-2
	Subject Area	Management
	Subject Headings	Communication in marketing Advertising
	Call Number	659.1 CLO
Philadelphia University Library 2011		