

## ONLINE CATALOGUE

## How disruption brought order: the story of a winning strategy in the world of advertising

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	<b>Responsibility Data</b>	Jean-Marie Dru
	Publication Data	New York: Palgrave Macmillan, 2007
	Physical Description	236 р.
	ISBN	0-230-60069-7
	Subject Area	Management
		Advertising agencies Advertising Cross-cultural studies TWBA (Firm)
	Call Number	659.111 DRU
Philadelphia University Library 2011		