



# PHILADELPHIA UNIVERSITY LIBRARY

## ONLINE CATALOGUE

### The language of advertising: written texts

	<b>Author</b>	Goddard,Angela
	<b>Publication Data</b>	London: Routledge, 1998
	<b>Physical Description</b>	IX, 134p
	<b>Series Data</b>	Intertext;
	<b>Subject Area</b>	Management
	<b>Subject Headings</b>	Advertising -- Language Advertising -- Discourse analysis
	<b>Call Number</b>	659.1014 GOD
Philadelphia University Library 2011		