

ONLINE CATALOGUE

Broadcast/ cable: copywriting

	Author	Orlik,Peter B. (Author)
	Responsibility Data	Peter B. Orlik
	Publication Data	Boston: Pearson Allyn and Bacon, 2004
	Edition	7th ed.
	Physical Description	xiv, 514 p.
	ISBN	0-205-39324-1
	Subject Area	Literature
	Subject Headings	Broadcasting Authorship Broadcast advertising
	Call Number	808.066791 ORL
Philadelphia University Library 2011		