



Comunicando la Comunicazione Pubblicitaria (Italian Edition)

Federico Zia

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Il testo presenta i principali argomenti legati alla comunicazione pubblicitaria, dalla sua evoluzione nel dopoguerra fino alla pubblicità globale passando per le agenzie pubblicitarie, gli effetti della pubblicità, il brand, le strategie, la creazione dei messaggi pubblicitari, la verifica dell'efficacia della comunicazione pubblicitaria e il media planning.

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