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# Advertising & IMC: Principles and Practice, 10th Edition

By Sandra Moriarty, Nancy Mitchell, William Wells



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- Sales Rank: #221977 in Books

- Published on: 2014-01-17
- Original language: English
- Number of items: 1
- Dimensions: 10.90" h x 1.20" w x 8.80" l, .0 pounds
- Binding: Hardcover
- 672 pages

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### **About the Author**

Sandra Moriarty teaches in the integrated marketing communications graduate program at the University of Colorado, Boulder. Previously she taught in the department of advertising at Michigan State University and at the University of Kansas. Moriarty has also owned her own advertising and public relations agency, worked as a chief copywriter and public relations consultant and served as director of a university publications program. She has authored six other books on marketing-related topics.

Tom Duncan is the director of the integrated marketing communications graduate program at the University of Colorado, Boulder. Previously he taught advertising and marketing at Ball State University. During 15 years of working for companies such as Leo Burnett and Beatrice Foods, Tom has prepared and given advertising presentations throughout the United States and in England, China, and Japan. He has conducted seminars on advertising and marketing communications in Europe and the Far East.

Nancy Mitchell is associate professor of history at North Carolina State University.

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