

Marketing communications

Egan, John, 1952-, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20451321&lokasi=lokal>

Abstrak

In this textbook, John Egan draws on years of both industry and academic experience to explain the why as well as the how of marketing communications. It covers all the essential topics that are relevant to your marketing communications course in a relatable and easy-to-read style.