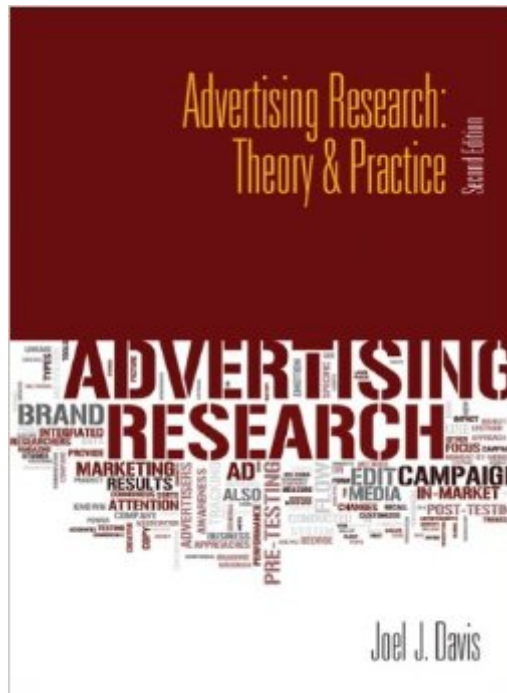


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Advertising Research: Theory & Practice (2nd Edition)



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Book Information

Hardcover: 704 pages

Publisher: Pearson; 2 edition (May 23, 2011)

Language: English

ISBN-10: 0132128322

ISBN-13: 978-0132128322

Product Dimensions: 7.3 x 1.7 x 9.2 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

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