



# Advertising Age: The Principles of Advertising and Marketing Communication at Work (Mixed media product) - Common

*By (author) Margaret Duffy By (author) Esther Thorson*

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Interested in learning about the challenging, exciting, and the societal important fields of advertising and marketing communication? This book helps you learn what it's like to work in these fields and about the tools available to you as a professional persuader in media environment.

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