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Rossiter, J.R. and Percy, L. (1987) Advertising and Promotion Management. McGraw-Hill Series in Marketing, New York. has been cited by the following article: TITLE: Analysis of Psychological Factors That Influence Preference for Luxury Food and Car Brands Targeting Japanese People. AUTHORS: Kazutoshi Fujiwara, Shin'ya Nagasawa

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marketing and promotion programs and coordinating the various communication functions. To understand the role of advertising and promotion in today's business world, one must recognize how a firm can use all the promotional tools to communicate with its customers. To the Student: Preparing You for the New World of Advertising and Promotion Some of you are taking this course to learn more ...

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