

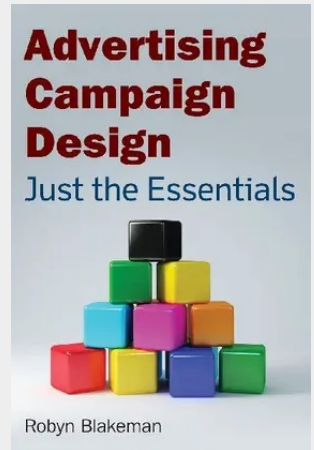
Blakeman

Advertising Campaign Design

Just the Essentials

The author's step-by-step approach to campaign design dissects the creative process necessary to design a successful integrated marketing communications campaign one topic at a time, creating an invaluable research tool that students and professors alike will refer to time and time again.

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