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# Contemporary Advertising

**Kim Bartel Sheehan**



## **Contemporary Advertising:**

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Advertising is a broad concept and has an ever shifting nature The methods and strategies are differing day by day The practice fields of advertising vary relatively and largely and the consumers of today like Y and Z generations make it necessary for the corporations to take the essential precautions Against the current conjunctures and fluctuations in technology economy and politics advertising is one of the key concepts that the corporations focus on In this sense the book gathers 12 different chapters related to advertising The chapters contain valuable and up to date information on advertising This study will not only broaden the reader s horizon but also fulfil the increasing need in the field of contemporary advertising **Contemporary Advertising Loose Leaf** Christian Arens,William Arens,Michael Weigold,2012-12-14

Presenting Advertising as it is actually Practiced Known for its current examples the author s ability to pull from real world

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