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Advertising Concept Book Second Edition

In this updated and expanded edition of the acclaimed Economics and Financing of Media Companies, leading economist and media specialist Robert G. Picard ...

The Economics and Financing of Media Companies: Second Edition

In this updated and expanded edition of the acclaimed Economics and Financing of Media Companies, leading economist and media specialist Robert G. Picard ...

Business Imperatives In A Developing Economy Book Launched

The launch of the book titled Contemporary Business Imperatives in a Developing Economy edited by Kwaku Appiah-Adu & Mahamudu Bawumia has taken place at the Ecobank Head office complex in Accra Ghana ...

Bill Mullen's "Places I'd Rather Be" Books Are a Pandemic Time Capsule to Cherish

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Follow These 6 Basic Marketing Rules To Succeed

*A refreshing, thoughtful, and passionate book about social theory that is engaging and accessible. This is a must-read for those who want to know more ...

A Good Book, In Theory: Making Sense Through Inquiry, Second Edition

While reading a book called "No Forms ... of diminishing returns. The marketing industry, like most industries, like to invent new terms to recycle old concepts. And in the case ABM, that ...

The Modern Approach to Account Based Marketing

Genghis Khan came up with an early concept for hamburgers that involved tenderizing meat scraps under the saddles of horses as his Golden Horde ransacked its way to China back in the 13th century.

Chocolate to McNuggets: Book details history of kid food

This newly revised edition of a classic Artech House book provides you with a comprehensive and current understanding of signal detection and estimation. Featuring a wealth of new and expanded ...

Signal Detection and Estimation, Second Edition

Gutzler, Natural Resources Journal Review of previous edition: "... [this book] successfully integrates fundamental concepts in climatology and ecology ... "The well-organized second edition of ...

Concepts and Applications

The 14th edition of the much-awaited BAJA SAEINDIA 2021 series concluded with much fanfare at Chitkara University at Rajpura here today.

Mahindra BAJA SAEINDIA 2021 successfully concludes leg 2 of its 14th editon at Chitkara University Punjab

A tremendous amount of hard work has been put into this book by the authors and publishers ... an outstanding tool to reinforce dental hygiene concepts and procedures on a number of levels.

Mosby's dental hygiene: concepts, cases and competencies

Campaign Trail is our analysis of some of the best and worst new creative efforts from the marketing world. View past columns in ... legacy camera brand's logo are embedded throughout the 48-second ...

Campaign Trail: Lacoste calls on Polaroid's rainbow aesthetic in spring collab

MARKINA 2nd District Rep. ... and the oldest printed item was not a book, but copies of the first newspaper, the Halifax Gazette. In Australia, the oldest printed item is a playbill, advertising a ...

The first books printed in the Philippines

This columnist was escorted on a pre-opening tour last week by vice-president of marketing Joe Branchik and ... an exclusive high limit room and a sports book that will soon be branded.

Slot machine 'showroom' awaits at Hard Rock Northern Indiana

GM of Global Marketing at TCL, there's a very good reason for that decision. The double-folding tablet concept the company demonstrated last year, for example, also opened out into a 10-inch ...

TCL Fold 'n' Roll concept mixes folding, rolling OLED with good reason

We use cookies to provide our services and for analytics and marketing. To find out more about our use ... Angelique Kerber cruised past Ekaterine Gorgodze in straight sets to book a second-round ...

Pliskova survives Korpatsch test, Kerber sets Svitolina clash in Stuttgart

The company took off in 2016 after it began working with artists to develop its own IPs, such as its most recognizable IP Molly, and introduced the concept ... The second reason is to find and ...

Chinese DTC Brands Going Global: Interview With Justin Moon, Vice President Of POP MART

Kim Zachman's book for young readers, "There's No Ham in Hamburgers," offers kids ages 8 to 12 a fun-filled journey through the history of some of their favorite foods.

New book details history of kid food from chocolate to McNuggets

Genghis Khan came up with an early concept for hamburgers that involved tenderizing meat scraps under the saddles of horses as his Golden Horde ransacked its way to China back in th ...