



M: Advertising

William Arens, David Schaefer, Michael Weigold

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Overview: *M: Advertising* is the newest principles addition to the McGraw-Hill M series of texts, and was created with students' and professors' needs in mind. It explores the core principles that drive advertising, using a lively voice that goes beyond academic theory. The authors' goal was to present advertising as it is actually practiced and make the fundamentals accessible and relevant to the student's "real life." This approach truly transcends the conceptual and propels students into an exciting and practical dimension.

Students receive a cost-effective, easy to read, focused text complete with study resources (both print and online) to help them review for tests and apply chapter concepts.

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