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# ELEMENTS OF BUYING: A HOW TO REFERENCE GUIDE ON ADVERTISING FOR BUSINESS OWNERS (PAPERBACK)

## ELEMENTS OF BUYING

A "How To" Advertising Reference Guide for Business Owners



ADELE M. LASSERE

Adele M Lassere, United States, 2012. Paperback. Book Condition: New. MR Stan Ferrell (illustrator). 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This book is designed to be an how to to help entrepreneurs and small business owners learn the basics (step by step) to develop strategy, formulate target (or customer base), negotiate and buy time or units within all advertising vehicles; such as: television, digital, radio, print, etc. Several examples and case studies...

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- Authored by MS Adele M Lassere
- Released at 2012



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