

Controversies Contemporary Advertising Kim Sheehan

advertising和advertisement有什么区别 advertising永远是不可名状 有三重意思 1. 指整个广告 2. 指广告活 比如某公司正在做一则广告 3. 指所有广告的集合

marketing advertising 科里面也有许多不同的流派和分支 我按照最常用的进行划分 purchasing decision making process 分为消费者接告之后的

19 jun 2013 直到17世□末 英□□始□行大□模的 商□活□□□□告一□便□泛地流行□被使用 此□的 □告 已不□指一□□告 而指一系列的 □告活□□止的物的□念的

直到17世紀末，英、法、荷、西、葡等國的商船在亞洲、印度洋、地中海、大西洋、北冰洋等廣泛地航行，並被廣泛地使用。此廣告不是指單一的廣告，而是指一系列的廣告活躍、興起的多

□advera tise

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