



## Elements of Buying: A How to Reference Guide on Advertising for Business Owners

By MS 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 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 are included. If you cannot afford to hire an advertising agency or marketing pro, this book walks you thru the steps necessary to assist in planning and buying advertising.



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