



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 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.



READ ONLINE
[1.74 MB]



Reviews

This publication is amazing. This can be for all who statte that there had not been a worth reading through. I realized this publication from my i and dad encouraged this ebook to find out.

-- **Desmond Schuster II**

A must buy book if you need to adding benefit. It really is simplified but unexpected situations in the 50 percent of your book. Its been developed in an exceptionally straightforward way and it is merely soon after i finished reading through this pdf where in fact transformed me, modify the way i think.

-- **Dalton Mertz**