

European Sales Promotion: Great Campaigns In Action By Alan Toop
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Advertising and promotion in business - linkedin

Jul 12, 2014 ADVERTISING AND PROMOTION IN BUSINESS EFSP- The European Federation of Sales Promotion; place where the campaign comes together and great ideas

12 of the best marketing and advertising campaigns

This list is example of great ad campaigns Marketing generally uses all the disciplines available: PR, sales promotion, DM, advertising, etc.

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Alan toop (author of successful sales promotion)

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