

Advertising In America: An Introduction To Persuasive Communication

Stanley M Ulanoff

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Where it all Began - Some Background 3 A Step Backward - The Printed Word - Birth of the Newspaper - The Press Comes to America Bibliography of Recommended Sources - CyberCollege 1977, English, Book, Illustrated edition: Advertising in America: an introduction to persuasive communication Stanley M. Ulanoff. Ulanoff, Stanley M. Get this Advertising in America: An Introduction to Persuasive Communication This course reviews principles of communication and introduces theories. 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