

# **The Principles Of Advertising And Imc**

**By Ph.D. Duncan Tom**

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Sandra Moriarty is a professor in the Integrated Marketing Communication (IMC) (tom Duncan), Creative Advertising, MS in Journalism and a Ph.D. in

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Tom Duncan, Ph.D., Philip Kotler, Seth Godin, Glenn Rifkin, Stan Rapp, Thomas Collins, "Principles of Advertising and IMC," was published in 2004.

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