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Advertising & Promotion: George E.Belch,THM Advertising And Promotion- An Integrated Marketing Communication Approach, Shimp, Cengage References: Integrated Advertising, Promotion And Marketing Communications, Clow, Baack, Pearson. Integrated Advertising, Promotion And Marketing Communications,Kruti Shah, Alon D'Souza, Jan 2th, 2024

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Tools. To Compound The Issue, The Various Promotion Tools Can Potentially Interact; That Is, The Total Increase In Sales When Implementing Several Promotional Tools May Be Different Than The Sum Of The Impacts If Jan 1th, 2024

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