

Advertising By Design: Generating And Designing Creative Ideas Across Media

By Robin Landa

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http://en.wikipedia.org/wiki/Search_engine_marketing

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<http://www.marketingmo.com/campaigns-execution/how-to-calculate-roi-return-on-investment/>

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<https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>

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