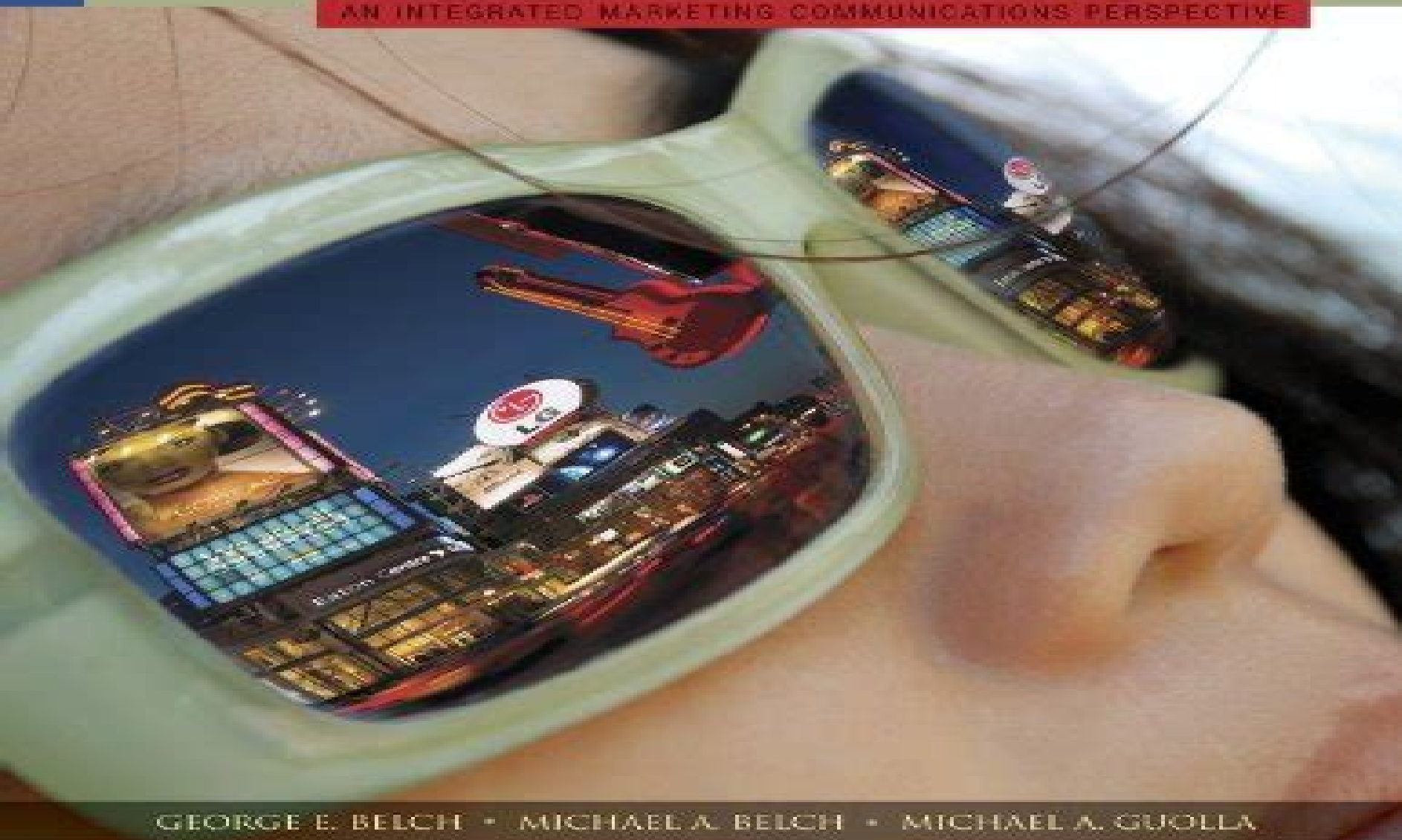


# ADVERTISING & PROMOTION

Fourth Canadian Edition

AN INTEGRATED MARKETING COMMUNICATIONS PERSPECTIVE



GEORGE E. BELCH • MICHAEL A. BELCH • MICHAEL A. GUOLLA

# Advertising Promotion An Integrated Marketing Communications Perspective With Connect Access Card Fourth Canadian Edition

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