



M: Advertising with Connect Access Card

William Arens

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M: Advertising 2e was created with students' and professors' needs in mind. It explores the core principles that drive advertising, using a lively voice that goes beyond academic theory. The authors' goal was **to present advertising as it is actually practiced** and make the fundamentals accessible and relevant to the student's "real life." This approach truly transcends the conceptual and propels students into an exciting and practical dimension.

- Students receive a cost-effective, easy to read, focused text complete with study resources to help them review for tests and apply chapter concepts.
- Professors receive a text that contains all the pertinent information - yet in a more condensed format that is easier to cover by students.
- McGraw-Hill Connect assignments are provided to utilize the power of the web, providing application of concepts for students and automatically grade materials to support instructors.

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