

Reference

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Links

- 1) <http://www.mediaocean.com/digital-marketing-guide/media-planning-buying>
- 2) <http://www.mediacom.com/en/think/our%20industry/how-is-media-planning-different-from-media-buying/>
- 3) <https://www.slideshare.net/sachin7k/media-planning-buying-basics>
- 4) <http://www.bcwebwise.com/services/media-planning-buying>
- 5) <http://instratmedia.com/media-planning-vs-media-buying/>