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Advertising Budget

Subject:	Business Economics
Course:	B. A. (Hons.), 6 th Semester, Undergraduate
Paper No. & Title:	Paper – 621 Advertising & Brand Management
Unit No. & Title:	Unit – 1 Foundations of Advertising
Lecture No. & Title:	Lecture – 5 Advertising Budget

References

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Link

- <http://www.managementstudyguide.com/advertising-budget.htm>
- <http://www.investopedia.com/terms/a/advertising-budget.asp>
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