



[References]

Effective Advertising Message – II

Subject:	Business Economics
Course:	B. A. (Hons.), 6 th Semester, Undergraduate
Paper No. & Title:	Paper – 621 Elective PaperM2 – Advertisement & Branding
Unit No. & Title:	Unit – 3 Effective Advertising Message
Lecture No. & Title:	Lecture – 2 Effective Advertising Message – II

References

Books

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