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## ADVERTITISA (PAPERBACK)



AUTHORHOUSE, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Someone has to make the first cut on the cadaver and the Creative Clinicians have done it with precision. Dissecting the pharmaceutical advertising business and marketing communication, they go below the skin, into the anatomy and physiology. They present not only an internal retrospection on how the creative message irrevocably breaks down through wayward opinion or compliment cascade,...

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- Authored by The Creative Cliniciansa
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