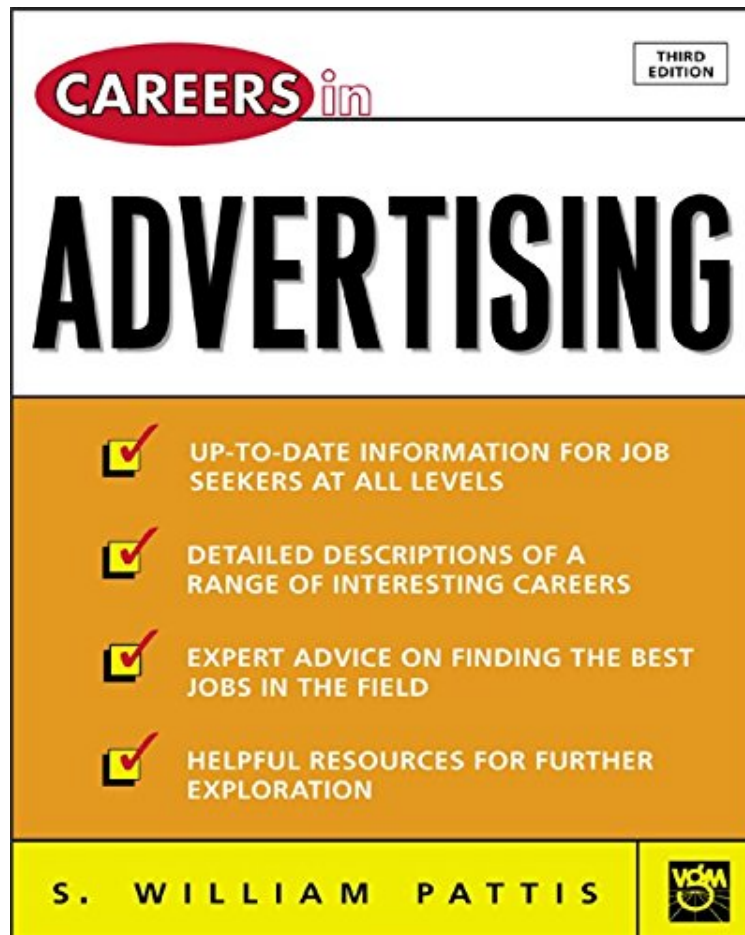


Careers in Advertising (Careers inhellip;Series)

S. William Pattis

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For college students planning a future, professionals looking to change fields, or anyone who wants new insight into a specific profession, this series offers: Specific information on each profession Career choices within each field Information on working conditions Details on responsibilities, education, and training required And much more

From the Back CoverTitle:Careers in Advertising Author:Pattis ISBN:0071430490 Category:Careers Trim Size:7 1/2 x 9 1/4 UPC:639785385325 Price:\$14.95 Careers in Advertising Expert guidance on exploring and choosing the perfect job for you Business competition has reached unprecedented levels in the twenty-first century, forcing companies to pour incredible amounts of money into advertising. Today, ads are more dynamic and creative than ever-- and they're everywhere you look. There has simply never been a better time to work in advertising, which means the

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