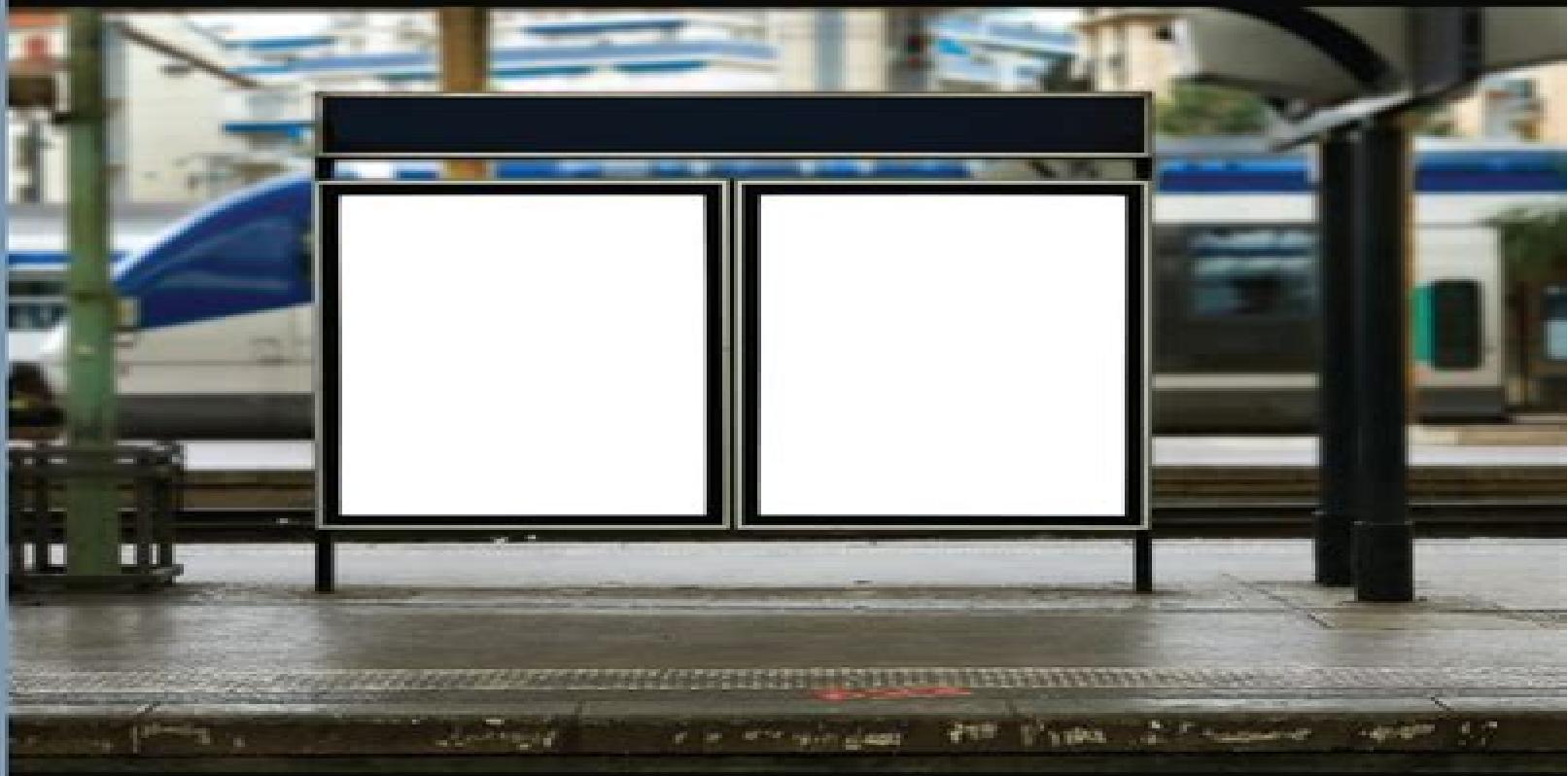


FOURTH EDITION

# ADVERTISING MEDIA WORKBOOK AND SOURCEBOOK



Larry D. Kelley, Donald W. Jugenheimer,  
and Kim Bartel Sheehan



# Advertising Media Workbook And Sourcebook

**Kim Bartel Sheehan, D. W.  
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**Public Relations Research** Donald W. Jugenheimer,Larry D. Kelley,Jerry Hudson,Samuel Bradley,2015-04-16 Designed to serve as a comprehensive primary text for research methods courses in advertising and or public relations programs this book concentrates on the uses and applications of research in advertising and public relations situations The authors goal is to provide the information needed by future practitioners to commission and apply research to their work problems in advertising and public relations

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