



# **Planning Advertisements (RLE Advertising) (Routledge Library Editions: Advertising)**

*Gilbert Russell*

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The purpose of every advertisement is to sell the thing which it advertises. Looking at the full range of the planning involved in the advertising business, *Planning Advertisements* first considers the initial stage, where the advertisement practitioner—advertiser relationship is paramount, before looking at the planning stages needed for all types of advertising, ranging from direct mail to hoardings.

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