



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.

First published in 1935.

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