

European Sales Promotion: Great Campaigns In Action

By Alan Toop



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Prof. Berend Wierenga. European Management Journal, 19 (3), N.A.P. & Wierenga, B. (2005). Designing Sales Promotion Campaigns with Analogical Reasoning.

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which is claimed to have lifted sales by more than 25 per cent, and the Great Crosses promotion campaign I notice that "Alan Poole

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12 of the best marketing and advertising campaigns

This list is example of great ad campaigns Marketing generally uses all the disciplines available: PR, sales promotion, DM, advertising, etc.

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