

## Advertising in new formats and media: current research and implications for marketers

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20469491&lokasi=lokal>

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### Abstrak

The advertising universe is changing rapidly. Communication technologies have given advertisers new platforms to communicate and promote their messages. This book provides conceptual overviews, literature reviews, research work, and developing viewpoints on the key issues, providing a valuable overview of insights into modern advertising practice.