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Federico Zia

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Federico Zia : To Communicate the Advertising Communication before purchasing it in order to gage whether or not it would be worth my time, and all praised To Communicate the Advertising Communication:

The text presents the main topics related to advertising, from its evolution in the post-war period until the global advertising through advertising agencies, the effects of advertising, the brand, the strategies, the creation of advertising messages, the effectiveness of communication advertising and media planning.