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**test bank for advertising and imc principles and practice ...** - 7) which of the following are considered "key players" in the marketing industry? a) marketers b) suppliers or vendors c) distributors or retailers

**chapter 2: integrated marketing communication** - features and principles of marketing, marketing communication, as well as imc, need to be explored further, in order to gain an understanding of ooh advertising media in the context of the larger discipline.

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