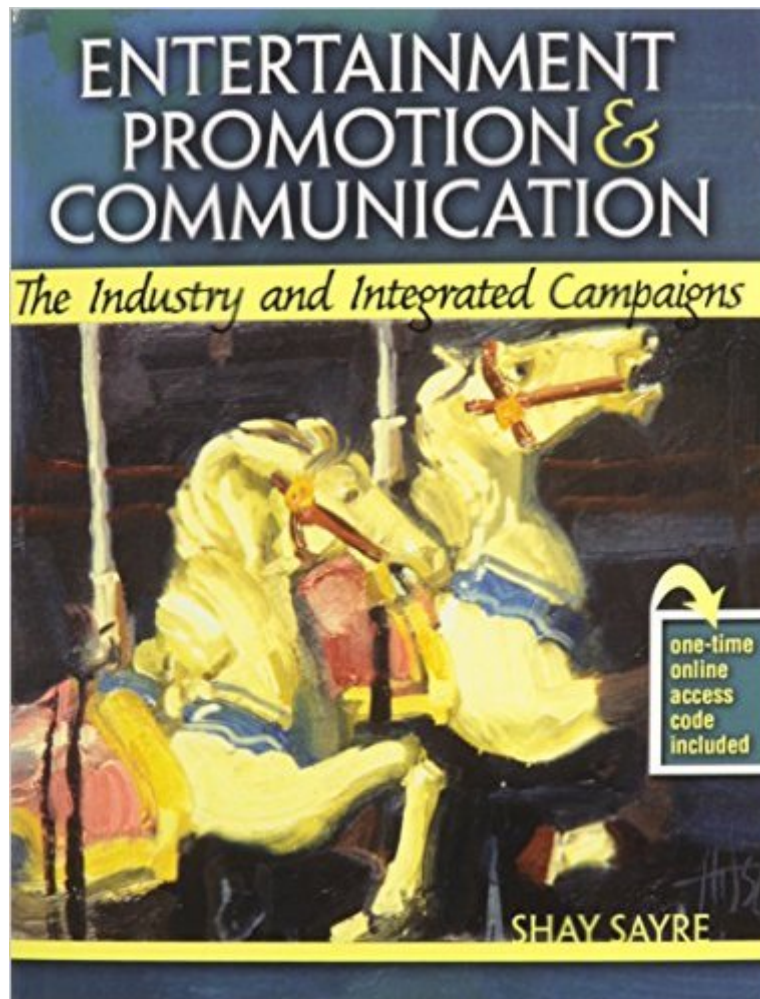


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# Entertainment Promotion AND Communication: The Industry And Integrated Campaigns



## Synopsis

Book by SAYRE SHAY

## Book Information

Paperback: 549 pages

Publisher: Kendall Hunt Publishing; 2 edition (August 17, 2010)

Language: English

ISBN-10: 0757578373

ISBN-13: 978-0757578373

Product Dimensions: 1.5 x 7.2 x 9 inches

Shipping Weight: 2.4 pounds

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (3 customer reviews)

Best Sellers Rank: #374,110 in Books (See Top 100 in Books) #25 in [Books > Law > Business > Entertainment](#) #163 in [Books > Law > Intellectual Property](#) #544 in [Books > Textbooks > Communication & Journalism > Communications](#)

## Customer Reviews

I received this expensive textbook that took much longer than I would have liked to arrive. It's in horrible condition and the back cover is ripped in half. It's not so bad that I can't use it but it's really upsetting that something so expensive is in such poor quality.

It's almost like a new one!

Arrived within designated time, and shows no signs of damage. The only downside was the plastic wrap didn't completely cover the book and the cardboard packaging was not secured very well - sticky tape would have been helpful, as would bubble wrap. Still, great product at a great price.

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