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**By Larry Percy**

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Author Percy, Larry Subjects Sales promotion.; Advertising - Management.; Communication in marketing. Summary "The second edition of Percy and Elliott's Strategic

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Biograf a del autor&colon; Larry Percy is Visiting Professor at Copenhagen Business School and Luiss Business School, Rome, and International Consultant in Marketing

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Larry Percy is a Visiting Professor at the University of Oxford and an advertising communications consultant. He has worked for a number of leading advertising

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