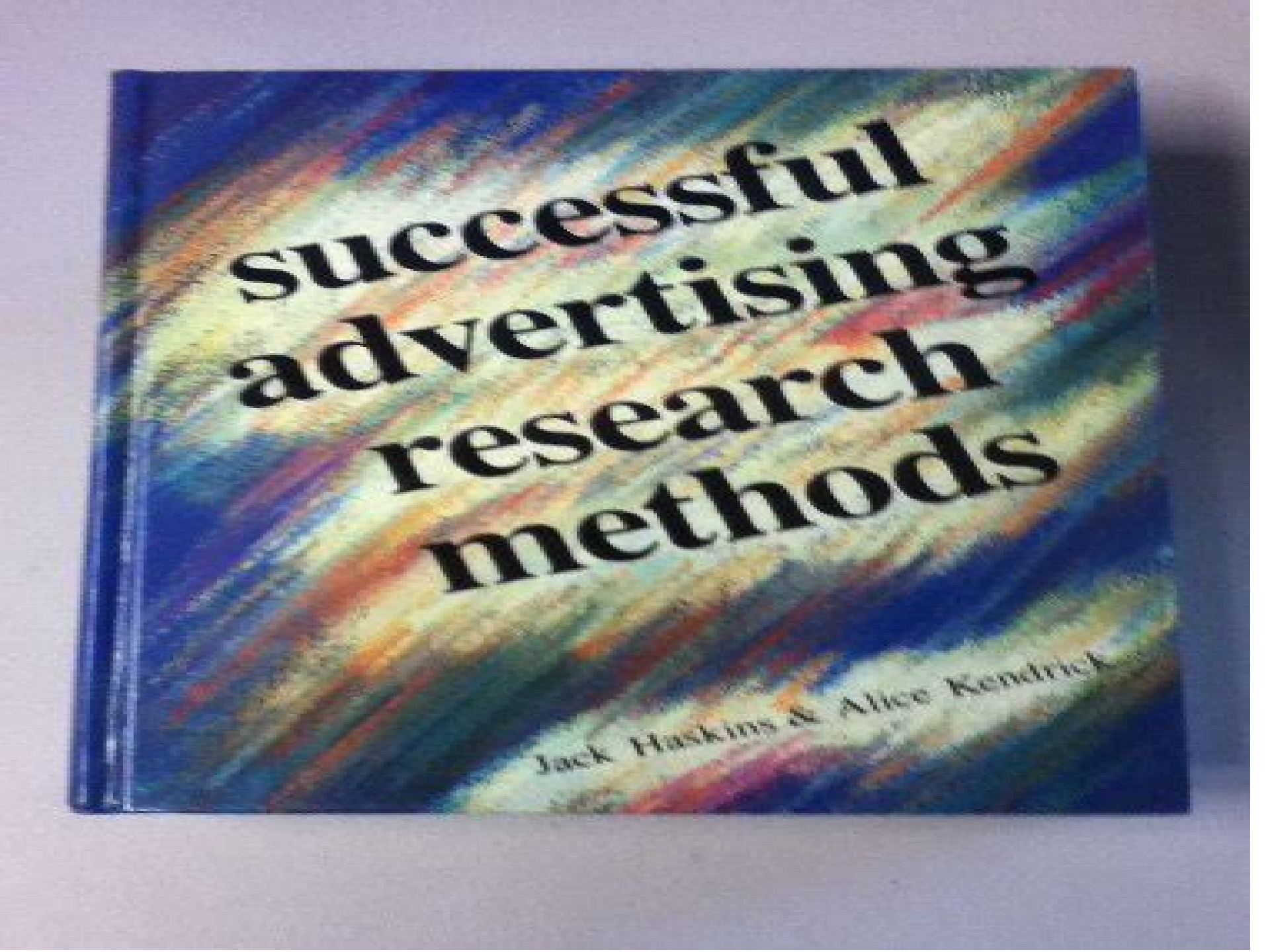




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Qualitative Research Methods in Public Relations and Marketing Communications Christine Daymon, Immy Holloway, 2005-06-29 A practical highly accessible guide for novice researchers conducting qualitative research in public relations and marketing communications this book guides the reader through all aspects of the research process

Advertising in Contemporary Society Kim B. Rotzoll, James E. Haefner, Steven R. Hall, 1996 Why are critics upset about advertising And why are its practitioners so defensive Revised and extensively updated this edition of the classic Advertising in Contemporary Society offers unique perspectives that will help the reader understand how and why the controversial American phenomenon of advertising generates so much heat and though much of it is passive so much acceptance

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