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Xlibris Corporation. Hardcover. Book Condition: New. Hardcover. 448 pages. Dimensions: 8.8in. x 6.0in. x 1.4in. *But Wait! There's More! (maybe)* is the story of how the great and glamorous American Advertising Magic Show became a 500 billion global business, doomed itself in an ocean of corporate funny money and now struggles amid mounting chaos to be born anew in the Internet-driven media revolution of the 21st Century. The authors, both veterans of Adlands Golden Age, describe and illuminate this important business...

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- Authored by Donald E. Creamer & James Baar
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