Maruti 800 Colour Manual

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This book is a step-by-step guide to producing a sound foundation for advertising: one that will serve as the springboard to inspire powerful creative expression. Rich in cases from the evolving Indian context, Planning for Power Advertising offers an understanding of how strategic advertising is created. It takes the reader through cases and analyses of what worked or did not work in the marketplace. Anand Halve involves the reader throughout in exercises with Action Points at the end of most chapters—an approach that brings alive the concepts within, and helps readers discover the theory in practice. For advertising professionals, this is a manual to create a robust advertising brief. For students of advertising and marketing, Planning for Power Advertising is a simulation exercise from which they will learn how to apply the principles that will help them in their future careers. And for professionals in areas related to advertising—such as media, event management and PR—this book provides an insight into how the strategic underpinning of advertising is built.

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This magazines is a specialist motoring magazine, we have always catered to the enthusiast in you and brought an unadulterated view of the world of motoring. Sharp, sassy, clean, wittier and edgier than ever before. Drive it home today!

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Traditional Chinese edition of A Prisoner of Birth. A modern twist to Dumas's The Count of Monte Cristo, four upper-crust friends from Cambridge University known as the Musketeers conspire to frame Danny Cartwright, an illiterate London East Ender; very well-written journey of his escape and revenge against the Musketeers. In Traditional Chinese. Distributed by Tsai Fong Books, Inc.

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Simplified Chinese edition of Lord of the Flies, the classic novel by the 1983 Nobel prize winner William Golding about a group of boys who, after a plane crash, set up a primitive society on an uninhabited island.

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