

E-RESOURCES FOR ADVERTISING AND BRAND MANAGEMENT

http://www.untag-smd.ac.id/files/Perpustakaan_Digital_1/ADVERTISING%20Advertising%20and%20Promotion%20Communicating%20Brands.pdf

https://ddceutkal.ac.in/Syllabus/MCOM/Advertising_Brand_Management.pdf

https://avidus.in/wp-content/uploads/2022/08/Product_-_Brand-Management.pdf

<https://www.perlego.com/book/3799712/advertising-media-planning-a-brand-management-approach-pdf>