



How Asia Advertises: The Most Successful Campaigns in Asia-Pacific and the Marketing Strategies Behind Them

Jim Aitchison

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This is the first definitive sourcebook and compilation of 100 best advertising campaigns in Asia. The wide spectrum of campaigns will offer valuable business tools for easy side-by-side product comparison. This book is divided into 15 specific product or services to cater to a wide variety of marketers.

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