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This list is example of great ad campaigns Marketing generally uses all the disciplines available: PR, sales promotion, DM, advertising, etc.

## **Applying transaction utility theory to sales**

Applying transaction utility theory to sales promotion (Toop 1992 30. Toop, A.1992. European Sales Promotions: Great Campaigns in Action. London:

## **Alan toop (author of successful sales promotion)**

Alan Toop is the author of Successful Sales Promotion 0 reviews, published 1992), European Sales Promotion (0.0 avg rating, register; Alan Toop's Followers.

## **'communications - other below the line - sales**

other below the line - sales promotion Alan Hedges, Institute It suggests 15 action points for more effective

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Jul 12, 2014 ADVERTISING AND PROMOTION IN BUSINESS EFSP- The European Federation of Sales Promotion; place where the campaign comes together and great ideas

## **Sales promotions, competitions and lottery**

which is claimed to have lifted sales by more than 25 per cent, and the Great Crosses promotion campaign I notice that "Alan Poole

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CPM is Ireland's leading Field Marketing company in Ireland, providing a range of services such as: Field Sales Campaigns, Sales Development Resource, Promotions

## **Prof.dr.ir. b. (berend) wierenga - erasmus**

(2005). Designing Sales Promotion Campaigns with Analogical Reasoning In Michael Saren & Alan V.M. & Wierenga, B. (2004). Sales promotion arrangements in

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which of the following ages in the evolution of advertising was sales promotion alan did not see the ad for goodwater riding equipment that was in

## **British food journal - emerald insight**

British Food Journal, planning associated with advertising campaigns. Several authors such as Toop Sales Promotions: Great Campaigns in Action,

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publicity salesforce proabout a sales motions such as promotion action savings campaigns. sales Handbook of Sales Promotion. (1962). Toop.

## **First line corporate news**

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Promo has presented the Promo 100 to recognize the best and brightest agencies in the promotion Action Marketing; Vervelife MICHAEL ALAN GROUP MASTERMIND

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### **Publications - berend wierenga - rotterdam school**

Prof. Berend Wierenga. European Management Journal, 19 (3), N.A.P. & Wierenga, B. (2005). Designing Sales Promotion Campaigns with Analogical Reasoning.

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