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This 3rd edition offers an update to the original and remains a good general introduction to the topic, probably suitable as one among many texts for an introductory advertising/PR course. It also functions as a fairly good reference text, given the comprehensive index. Newcomers to the topic will find it educational.

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Richard Lyons is a Contracting Systems Engineer and Lecturer at Besser Associates, Mountain View, Calif. He has written over 30 articles and conference papers on DSP topics, and authored Amazon.com's top selling DSP book "Understanding Digital Signal Processing, 3rd Ed.He served as an Associate Editor at IEEE Signal Processing Magazine, for nine years, where he created and edited the "DSP Tips ...

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### Understanding digital marketing. (Book, 2014) [WorldCat.org]

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