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# SOCIAL ADVERTISING AND GOVERNMENT DEMOGRAPHIC POLICIES IN UKRAINE



VDM Verlag Dez 2010, 2010. Taschenbuch. Book Condition: Neu. 220x150x4 mm. This item is printed on demand - Print on Demand Neuware - The research presents a case study of the implementation of social advertising as a means of introducing and promoting government demographic policies in Ukraine. The study is framed into the existing literature on the state and ideology, construction of social problems, advertising and ideology with the purpose to fill the gap in studies on social advertising in...

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- Authored by Olexandra Dubovyk
- Released at 2010



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