

LT4013 Marketing for Aviation and Creative Industries

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@book{Fill_Turnbull_2019, address={ New York}, edition={ 8th Edition}, title={ Marketing communications: touchpoints, sharing and disruption}, url={ <http://www.vlebooks.com/vleweb/product/openreader?id=LondonMetr&isbn=9781292235011>}, publisher={ Pearson}, author={ Fill, Chris and Turnbull, Sarah}, year={2019} }

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