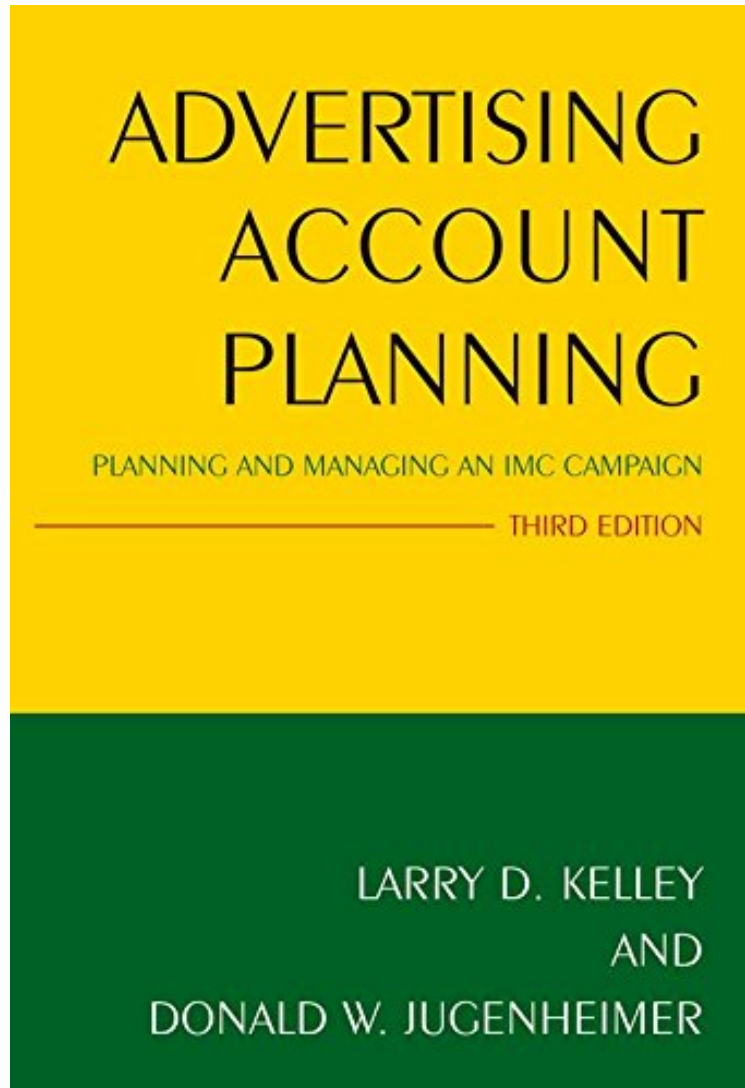


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About the Author
Larry Kelley is a Professor of Advertising at the Jack J. Valenti School of Communication at the University of Houston, USA. He teaches advertising media planning, advertising account planning, and principles of advertising, among other classes. He has authored or co-authored 7 books. Donald W. Jugenheimer is an author, researcher, consultant and educator. His specialties are communication, advertising and media management, media economics and advertising media. He has authored or co-authored 20 books.