

AMASA textbook available at Skoobs

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The Advertising and Media Association of South Africa (AMASA) has made its textbook, the Nuts & Bolts of Media Planning, available for purchase at Skoobs in Montecasino.

The textbook, which has been compiled by leaders in the media industry, provides marketers, media planners and strategists with comprehensive media knowledge combined with simple pagination, chapter synopses and a front cover designed by AAA students.

"The textbook is widely used among our AAA students who complete AMASA's part time media module but it is also widely read by media planners and strategists in media agencies across the country," says AMASA Chairperson Lyn Jones.

"The study guide provides practical guidance and assists with the theory that is required during every day demands in the media industry. It's an extremely useful read for marketers who want to brush up on their media knowledge and for media agencies to refer to on a daily basis."

The Nuts & Bolts of Media Planning is available at Skoobs in Montecasino at the VAT inclusive cost of R460.

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The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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