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**By William D. Wells, Sandra Moriarty**

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by William D. Wells (Author), Sandra Moriarty (Author), John Burnett (Author) & 0 more. Advertising & IMC: Principles and Practice, 10th Edition. Sandra Moriarty holds a B.J. and M.S. in journalism from the University of Missouri and a Ph.D. from Kansas State University.

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The eight Principles and Practices presented here are the foundation on which the Institute for Advertising Ethics (IAE) was created. They are based on the premise that all forms of communications, including advertising, should always do what is right for consumers, which in turn is right for business as well.Â Inspired advertising professionals will practice and benefit from enhanced advertising ethics.

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