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In 1991, John Philip Jones was named by How to Use Advertising to Build Strong Brands. John Philip Jones. The Ultimate Secrets of Advertising. John Philip Jones.

John philip jones (author of when ads work)

John Philip Jones is the author of When Ads Work (3.83 avg rating, 6 ratings, 0 reviews, published 1995), How Advertising Works (3.40 avg rating, 5 rating)

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