

## **AdPrin: A Resource for those Teaching (or Doing) Advertising**

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I recently completed an overhaul of the AdPrin site, a resource for those teaching advertising (or for practitioners). My long-term objective (not there yet, of course) is to include all useful knowledge about advertising on this site. If you have suggestions for making the site more useful, please send them along; tell me about mistakes and about sins of omissions. The site is <http://www.advertisingprinciples.com>.