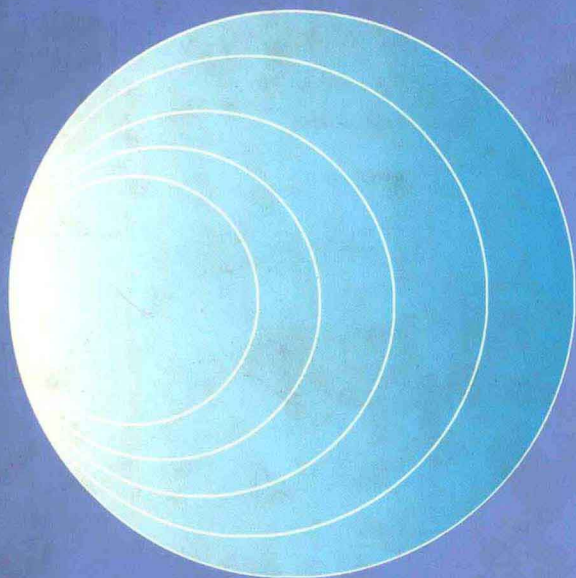


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CHINA ADVERTISING YEARBOOK



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繁荣广告事业
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王众孚

一九九七年元月廿二日

国家工商行政管理局局长王众孚题词

编 辑 说 明

一、《中国广告年鉴》是一部图文并茂的大型资料工具书，收编了 1997 年和 1998 年有关广告方面的主要文献资料。

二、“政策法规”、“大事纪要”等，以日期为序。

三、本年鉴收集的 1997 年和 1998 年的资料和数据中暂未包括我国台湾省、香港特区和澳门地区。

四、为便于读者检索，书末附有“广告经营单位目录索引”和“广告刊户索引”。

五、限于编辑水平和所掌握的资料，缺点和错误在所难免。欢迎读者批评指正。

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