

DAFTAR PUSTAKA

- Belch, G. E., & Belch, M. A. (2017). *Advertising and promotion: An integrated marketing communications perspective*. McGraw-Hill Education.
- Clow, K. B. (2021). *Integrated advertising, promotion, and marketing communications*.
- Dwityas, N.A. *et al.* (2021) 'Peran Dan Aktivitas Komunikai Divisi Account executive Pada digital agency', *Commed : Jurnal Komunikasi dan Media*, 5(2), pp. 188–202. doi:10.33884/commed.v5i2.2668.
- Dwisari, W.S. (2020) *Strategi Account Executive Dalam Memasarkan Produk Periklanan*, Vol. 5, No.2. doi:<https://doi.org/10.21111/ejoc.v5i2.4792>.
- Fajri, R.C. (2023) 'Penerapan Digital Marketing Di Era Revolusi Industri 4.0', *Jurnal Ekonomi Bisnis, Manajemen dan Akuntansi (JEBMAK)* [Preprint]. doi:10.31219/osf.io/j2cb4.
- Fill, C., & Turnbull, S. (2016). *Marketing communications: Discovery, creation and conversations*.
- Juska, J. M. (2021). *Integrated marketing communication: Advertising and promotion in a digital world*. Routledge.
- Moriarty, S. E., Mitchell, N., & Wells, W. D. (2015). *Advertising & IMC: Principles & practice*.
- Solomon, R. (2016). *The art of client service: The classic guide, updated for today's marketers and advertisers*. John Wiley & Sons.
- Uogani, J. (2020) *Effective Delegation and Its Impact on Employee Performance International Journal of Economics and Business Administration* , 6.
- Webb, R. (2015). *Agency: Starting a creative firm in the age of digital marketing*. Springer.

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A