

100

. 14 , , , ,

 IMF



Voice Of Korea Advertiser 25



## AIG

130 가 ' AIG (American International Group) ' ' AIG , 1987 Branch , 2 , AIG 가 AIG Standard & Poor s 가 -A(AAA) ' AIG . , 2003 가 2003 AIG TV, 'Trust us for life '

AIG

. KAA

1 5 (Unilever Korea)

## Multinational Multi-local

가 (Multinational Multi-local) 1 5 90 24 7 , 1930 가 가 (Margarine Unie) (Lever Brothers)가 100 가 , 179 가



KAA + 2004 + 5 · 6

. KAA



;

가

. KAA

( ) |

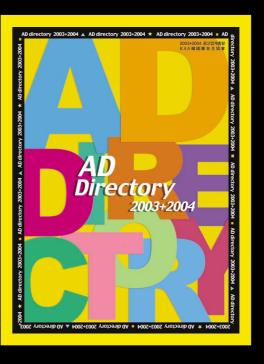
(www.edupia.com)

MIDAS(Marketing

가

Information & Dataware house System) ,

ΚΔΔ + 2004 + 5 . 6



## 2004 - 2005 ( AD Directory)

 2004 · 2005
 >
 .

 2004 · 2005
 >
 ,
 ,

 7l
 .
 .

 (www.kaa.or.kr)
 .
 .

 ,
 .
 .

 ( :782-8390)
 .
 .