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## GM TO REVIEW ITS \$3 BILLION IN AD SPENDING WORLDWIDE



General Motors spends around \$3 billion on advertising around the world. It has plans to evaluate its assignments related to media planning and buying all over the world. About 20 media agencies are responsible for G.M.'s media related assignments. G.M is practically reassessing its business process in search of a more effective and innovative model to leverage their global marketing opportunities.

Read the original article here: [G.M.'s Media Account Goes Into Review](#)

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