

How To Be Your Own Advertising Agency.pdf

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Advertising is an audio or visual form of marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.: 465 Sponsors of advertising are typically businesses wishing to promote their products or services. Advertising is differentiated from public relations in that an advertiser pays for and has control over the message.

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Online advertising, also called online marketing or Internet advertising or web advertising, is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons.

[Claude Hopkins Scientific Advertising](#)

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Chapter 1 How Advertising Laws Are Established The time has come when advertising has in some hands reached the status of a science. It is based on fixed principles and is

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