

advertising and promotion george pdf

Advertising is a 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.

Advertising - Wikipedia

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UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT How to Prepare Your Business Plan
UNITED NATIONS New York and Geneva, 2002

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