

Advertising_and_promotion_an_integrated_marketing_ communications_perspective

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Advertising Wikipedia

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

Desire Wikipedia

Desire is a sense of longing or hoping for a person object or outcome The same sense is expressed by emotions such as craving When a person desires something or someone their sense of longing is excited by the enjoyment or the thought of the item or person and they want to take actions to obtain their goal

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