



Use and Ethical Issues of Advertisements as Marketing-Tool

Fredrick Mwangi

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Essay from the year 2015 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, , language: English, abstract: Globalization and improved technology have increased competition that has forced many organizations to invest heavily in promotions and advertisements. Inherently, advertising is a powerful tool for reaching the consumers, introducing new products, and increasing sales. It enhances the company reputation and brands in the market. Moreover, it helps to educate the public about the products and services that are in the market; hence, increasing the sales. Therefore, advertising provides the consumers with information so that they can make informed decisions.

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