

ADVERTISING VS SALES PROMOTION

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Advertising

Effective in the long run.

01

A reason is offered to buy.

02

The theme is to build up brand loyalty.

03

The aim is to attract the ultimate consumers.

04

Heavy adv. makes the product's brand image & accords it the perception of higher quality.

05

Advertising includes messages delivered through various media.

06



Sales Promotion

Effective in the short run.

An incentive is offered to buy.

The theme is to break down the loyalty to a competing brand.

The aim is to attract consumers, retailers, Wholesalers, and the sales force.

Heavy sales promotion leads to the product the image of a cheaper & lower quality product.

Incentives offered for

- Sales force
- Consumer promotion
- Promotion
- Trade promotion

The Businessmans Guide To Advertising Sales Promotion

Harland E. Samson

The Businessmans Guide To Advertising Sales Promotion:

The Businessman's Guide to Advertising & Sales Promotion Herschell Gordon Lewis,1974-01-01 *Advertising Your Small Business* ,1984 **Advertising -- Retail Store** J. David Schwartz,1975 *The Businessman's Guide to the OECS.* ,1990 *Marketing Information* Jac L. Goldstucker,1982 **Advertising Procedure** Otto Kleppner,Norman A. P. Govoni,1979 *Small Business Bibliography* ,1962 Marketing Information Guide ,1966 **Instructor's Manual & Key for the Businessman's Guide to Advertising & Sales Promotion** Herschell Gordon Lewis,1974 **The Publishers' Trade List Annual** ,1979 **The Publicity and Promotion Handbook** Linda Carlson,1982 *Broadcasting* ,1976
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Decoding **The Businessmans Guide To Advertising Sales Promotion**: Revealing the Captivating Potential of Verbal Expression

In an era characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its capability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**The Businessmans Guide To Advertising Sales Promotion**," a mesmerizing literary creation penned with a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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