

A Study on the Advertising Effectiveness

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Abstract: *Firms advertise with the hope that their advertising will have such dramatic effects. In doing so, they draw from the best talent and techniques available in the market. However, when all competitors have equal access to such resources, it is difficult for any one firm to always have an enormous advantage. Even when anyone firm breaks out from among competitors with a new approach to advertising, the effectiveness of that approach is quickly diluted by many competitors that copy it. In this sense, the market for creative and impactful advertising is not different. I principle from that of introducing new products or picking winning stocks. Many competitors strive to excel with creative and unique ads. However, only a few have dramatic successes, and then too for only a short while*

Keywords: Advertising, Public, Consumers

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