

HISTORY OF ADVERTISING

ORIGIN OF ADVERTISING(WORLD)

- ❑ The origins of advertising lie thousands of years in the past where Merchants employed the so called "town criers" who shouted the praises of the merchants' wares and the arrival of trade-ships.



- ❑ One of the first known methods of advertising was an outdoor



History Of Advertising In Newspapers

S Ashworth



History Of Advertising In Newspapers:

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