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Innovation and Evolution · POP (Point of Purchase) Advertising · Television Advertising · TV Ads are the Funniest by Far · Radio Advertising · Newspaper Advertising · Magazine Advertising · Outdoor Billboards and Vehicles · Outdoor 3D Advertising · Attention Grabbing but Who are You? · Weenie Advertising but Cost Effective! · Direct Mail Advertising · Internet Advertising – Internet Search Advertising · Media Buying and Placement · Campaign Timing · Publicity · Public Relations · Sponsorship Advertising · Reinforcing the Association! · Direct Database Marketing · Direct Marketing Hook · Problems with Direct Marketing · Direct Marketing of Services · What is the Persuasion Strategy?

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### Slideshow

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