

Effects of Advertising on Sales: the Evidence from Bosnia and Herzegovina

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This paper, presents effects of advertising on sales. As it is known, advertising is most important term to sell specific products. Firstly, the meaning of advertising is explained in this study. In addition to the explanations, advantages and disadvantages of advertising are investigated. There are also general definitions to underline the importance of advertising. Moreover, survey technique is explored in this study. Also, effects of advertising on sales are illustrated by graphs according to the findings of that survey. Additionally, this study includes explanations of all effects that are occurred by the research. As a result of this study, there are positive effects of advertising on sales.

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