

Chapter 3

THE CHANGE OF GLOBAL ADVERTISING MARKET FROM TRADITIONAL TO DIGITAL WORLD

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INTRODUCTION

The business industry has been very instrumental in revolutionizing most global economies. The growth of entrepreneurial practices has imposed changes that have stretched beyond the conventionalities of trade and commerce. One of the most central elements of modern business is competition. It is due the competition that all business players seek to create the most enticing customer value for their market. As part of propagating healthy competition in the business industry, marketing and product promotion have been integrated as essentials elements of the business culture. Marketing and product promotion are entrepreneurial practices that are aimed at capturing a larger market for a business. It is important because it can play an important role in defining a business' competitive advantage, which is positively consequential to the business' success. There are many ways through which marketing and product promotion are done. However, advertising is the most common method.

Advertising is a marketing strategy where a product is briefly overviewed or previewed on a certain platform. The essence of advertising and other product promotion strategies is to reach a

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