



# history of advertising

*di Paolo Franzese*



# The history of

# ADVERTISING

2000 BC



2011



## What Is Advertising?



Advertising

**Definition:** a form of communication used to persuade an audience (viewers, readers, or listeners) to take some action with respect

## Advertising: A Timeline

2000 BC

The Egyptians invent outdoor advertising, carving public notices in steel.





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