



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.





Da un articolo scritto da Paolo Franzese il 18 Gennaio 2012