
Advertising Arens Schaefer Weigold 11

**Advertising – Then and Now Marketography.
Essentials of Contemporary Advertising
William F Arens**

**Advertising – Then and Now Marketography
April 30th, 2018 - Arens Schaefer amp Weigold
2009 developed a timeline indicating the first
known advertising message was created in
3000 BC Although the actual message bore a
closer resemblance to a classified
advertisement the evolution of advertising had
begun'**

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advertising 2 e by william arens and david schaefer explores the core
principles that drive advertising''

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