



Critical Evaluation of Internet Advertising

Marcella Vurro

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Essay from the year 2009 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: very good, Liverpool John Moores University, course: Integrated Marketing Communication, language: English, abstract: The essay is focussing on a critical evaluation of online advertising. It examines different online advertising instruments, such as banner, websites, keyword advertising etc. and identifies the advantages and disadvantages of online advertising.

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