



# Effective Advertising

*Understanding  
When, How,  
and Why  
Advertising  
Works*

Gerard J. Tellis

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# Effective Advertising Understanding When How And Why Advertising Works

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web true or false blacks like rosa had to pass a test to get the right to vote true what was the name of 9 african boys who were falsely accused and arrested for hurting a white woman scottsboro boys what happened on december 1 1955 to rosa parks she was arrested for not giving up her seat for a white passenger

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web jan 12 2021 the ppt presentation contains details of rosa parks life and achievements with a range of questions to encourage discussion and deeper thinking this resource includes two follow up activities follow up activity 1 an art activity in which pupils need to draw and colour people of different races sitting wherever they like on a bus to