

## ***ADVERTISING IN SMALL AND MEDIUM ENTERPRISES - THE PRACTICAL EXAMPLES AND ADVICES***

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### ***Abstract:***

*“Advertising lever trade ”- it is not possible to determine the author of these “winged words”, but we know that this slogan reviews whole truth about the role of advertising performance throughout the economy and how its effective use may contribute to the development of every enterprise operating in the national, regional or local market. Nowadays, there is an enterprise that never would apply this tool to promote their services or products. Any, even the single company wanting to enter to the market and growing is forced to use the tool which is advertising. The following article presents the essence of advertising, its characteristics and shows four different companies that use its various forms to promote their products and services.*

***Keywords:*** advertising, enterprise, marketing mix, Internet

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