Advertisments are forcing their way into people’s lives.People refer to advertisments in their daily lives because they are consumers.The advertisments are usually manufacturers,retailers and salesmen.The merchandise needs to be advertised to bring it to the attention to the customers.Thus nearly every product is advertised in some way.To a large extent,good advertising leads to success while bad advertising can mean failure.

There are many ways to advertise and ‘ads’ come in different forms.

Newspapaers carry advertisments.Some product are publicized on TV and radio which bring them into notice of a wide audience.Billboards also carry advertising.Advertising is a big industry now and many agencies have been set up to furnish a variety of forms.

However,advertising is now always truthful.A product is often misrepresented.The advertiser exaggerates the benefits of the merchandise he wants to sell.Thus,he misrepresents the truth.The consumer falls victim to such advertising.Millions of people have bought advertised products and have been dissatisfied with them.