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McCoy et al. Effects of Online Advertising 50 Proceedings of the Third Annual Workshop on HCI Research in MIS, Washington, D.C., December 10-11, 2004

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1 The Effect of Advertising and Deceptive Advertising on Consumption: the Case of Over-the-Counter Weight Loss Products1 John Cawley Cornell University

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Advertising can elevate the image of your business, increase sales, capture market share and help you grow your business.

### **The Positive Effects of Advertising | Chron.com**

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