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## ADVERTISING EFFECTIVENESS: IF NOTHING CHANGES, NOTHING CHANGES



Advertising is a strong and effective method of promoting any business and so also alcohol advertising which definitely has triggered more people to get associated with alcohol consumption. The number of people consuming alcohol are increasing day by day. This invariably increases alcohol-related crimes of male-violence and road deaths along with TB, HIV and Fetal Alcohol Syndrome throughout the world. Read the full article here: [Advertising fuels consumption - Mail & Guardian Online](#)

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