

For any business to be successful, it must spend a lot of money on advertising. Agree or disagree?

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Hardly ever can anyone call into question the significant role of advertising in running a business. The question arises as to whether by investing money in what ways a business can reach success and spending huge costs on advertising by businessman can achieve that end or not. I personally think advertising is the only way which can be beneficial, if created correctly and some main reasons persuade me to put forward this view which I will explain at length in the subsequent paragraphs.

To begin with, advertising is the best way to ~~introduction~~ introduce ~~of~~ a new product to the market which gravitates people to ~~purchase~~ purchasing it. In simple terms, individuals cannot get familiar with novel goods regardless of advertising. For instance, I afraid to try new products, so without advertising I never buy a new shampoo which I see in the store. Besides, advertising stimulates people to purchase the manufactured goods. In other words, people would be encouraged to buy materials by whereby watching their advertisement which is conducive to increasing sales. Nowadays people veg out in front of TV more often which shows various kinds of advertisements, so people by watching colorful commercials are ~~motivates~~ ~~motivated~~ to ~~purchasing~~ purchase, thanks to technology. The best example is, children are regular customers of toys, so they force their parents to buy everything they see in the advertisement. Therefore, it goes without saying that advertising not only introduces manufactures to the market but also raises sales which are ~~both these two points are~~ critical to the success of any business.

Second of all, advertising is a peaceful way to defeat rivals owing to the fact that it is an appropriate opportunities for people to compare diverse goods. In apposite words, fundamentally if a product is produced from two different factories, people can compare ~~it~~them with each other, thereby advertising can find a more suitable option. For example, iPhone and Samsung which are longtime competitors, can boast their products strengths to each other by advertising and people can have a reasonable choice based on their interest. Moreover, advertising can eliminates customers' concern which is a one of the important points of being successful. Most buyers ~~are~~ doubt which ~~the~~ product is worth ~~to~~buying or not especially if it is expensive, so advertising could remove the concern. For instance, I decided to buy a new laptop but it was extremely important to me that it be portable, thus I bought last series of Microsoft laptops by watching its advertisement. Hence, as is clear advertising not only removes users' concern but also crushes rivals which are practical issues to being successful at different businesses.

To recap, on the basis of reasons that ~~4~~ were mentioned above, I think advertising is a beneficial way to being successful at each business and I ~~behoove~~urge businessmanbusinessmen to invest a lot of money in it.