


I'm not robot  reCAPTCHA

[Continue](#)

What are the advantages and disadvantages of parliamentary system

Photo Courtesy: Yagi Studio/Getty Images Everywhere you look these days, you’re bound to see an advertisement. In short, we’re being bombarded, but some folks may not realize that marketing is more than just getting one’s product out there. In fact, it’s a complex science. In the modern age of hyper-targeting — we’re looking at you, personalized Instagram ads — some companies are staying true to mass marketing, a tactic that has its roots in the Roaring Twenties. So, what is mass marketing — and does it still work? Mass marketing is a strategy that utilizes a single campaign for the masses. That is, the ad should be compelling to anyone who might possibly stumble across it. At first glance, this may seem like what all companies do, but non-mass marketing is far more complicated. Marketers do intense research into sociology and the life and purchasing habits of people of demographics they want to reach. How serious are these marketing researches? Well, the word teenager didn’t exist until marketers wanted to target that age group. Photo Courtesy: Corey Jenkins/Getty Images In non-mass marketing, advertisements for the same product may look drastically different based upon which publication they appear in. For example, the same jewelry company may include a picture of a beautiful actress wearing a necklace in a magazine with a readership mainly made up of women, while they may run something completely different in a magazine geared towards men. However, in mass marketing, the jewelry company would run a single ad, regardless of audience or publication. One of the most famous mass marketing efforts is that of Coca-Cola. Over the years, the company has run a variety of advertisements with its iconic polar bears, for example, and those memorable ads are meant to appeal to everyone, not a particular group of Coke drinkers. Mass marketing gained popularity in the 1920s when radio irrevocably changed both entertainment and marketing. Before that, most advertisements were targeted, simply because they appeared in magazines for specific audiences. Even today, it would be pretty odd to find an advertisement for submarine construction tools in O, The Oprah Magazine, for example. Photo Courtesy: Getty Images/Thanasis Zovolis But, thanks to the advent of the radio, ‘20s advertisers became eager to maximize their marketing dollars and reach broader audiences than ever before. It also helped that folks were glued to their radios, much in the same way we’re constantly watching our TV and phone screens today. Thus, this one-size-fits-all form of advertising was born. Soon, companies employing the strategy ran the same effective ads on television, newspapers, and billboards, which, undoubtedly, reshaped marketing in America. Even though it’s a one-size-fits-all notion, mass marketing is not just some cheap shortcut to maximize an advertiser’s spend. In fact, it forces marketers to think creatively in order to craft the one big ad that’ll be broadcast across multiple channels. Think the McDonald’s jingle or Skittles’ “taste the rainbow” catchphrase. What do they have in common? Folks around the world can’t get them out of their heads. Photo Courtesy: Flashpop/Getty Images The phrases and visuals associated with mass marketing have staying power, so they become strong symbols of a brand. A single campaign conveys a strong message to all sectors of the public, and, as a result, creates an increased awareness and particular brand identity. Long story short, the more an ad is out there in the public, the more likely folks are to support it. Be it by building a kind of trust through being recognizable or simply being the first things folks think of, mass marketing urges consumers to practice brand loyalty. While mass marketing can be effective, marketers have also found a lot of success by appealing to the nuances of individual demographics. While mass marketing has the potential to reach a large audience, it also has the potential to lose a large portion of said audience. It’s difficult to make a message that truly appeals to everyone — and first impressions matter. In reality, different people are interested in different products for different reasons. In short, a mass marketing campaign is a gamble, and while some marketers have struck gold, others have lost millions. Photo Courtesy: Getty Images/Oscar Wong Moreover, truly effective mass marketing campaigns can be cost-prohibitive. One would not be wrong to assume that mass marketing often has a massive cost. Any message that’s primed to reach the whole population needs to be spread far and wide, so one newspaper ad isn’t going to cut it, even if that publication has an ostensibly large readership. Instead, a great mass marketing campaign may call for ads in several newspapers, on multiple radio stations and TV channels, and on various social media platforms. Not to mention, you’ll want a variety of pay-per-click ads, too. Needless to say, the cost can add up very quickly, which is why you’ll often see large corporations, as opposed to the family-owned business down the road, undertaking these mass marketing efforts. During the 2012 Presidential election, Pizza Hut employed a mixture of mass marketing and viral marketing to create a wild contest. Anyone who attended a particular debate and asked then-candidates former President Barack Obama and Senator Mitt Romney whether they preferred sausage or pepperoni on their pizzas would receive free pizza for life. There was a backlash from the public, and Pizza Hut ended up scrapping the audacious idea for something that didn’t implicate the presidential hopefuls. Photo Courtesy: Getty Images/Allison Michael Orenstein All of this to say, mass marketing that doesn’t resonate with the public can descend into controversy. For Pizza Hut, public opinion of the campaign was dubious at best — and angry at worst. Not to mention, Pizza Hut was in the news for all the wrong reasons, and this mass marketing effort painted the brand in a bad light. (Maybe not all press is good press, after all.) Another prime example? In the 1980s, Coca-Cola launched a mass marketing campaign for New Coke, the infamous new formula of Coca-Cola that hoped to compete with the sweeter Pepsi. The advertisement served little purpose — other than to give customers a reason to complain about the new formula. Although plenty of people knew about the New Coke, public opinion of the new formula was so poor that it was eventually pulled from shelves. This exemplifies the high-stakes aspect of mass marketing. If it fails, it fails hard. Mass marketing is very much a double-edged sword. It can take a brand from obscurity to the spotlight, but it costs so much that marketers really need to get it right the first time. For a business that is looking to tap into a larger market, mass marketing could definitely be the key to success, but perhaps it’s best to proceed with some caution. 1 All About Teens: Adolescents and What They Need From You 2 What Is the Average Height and Weight for Jockeys? 3 How Many Cups Are There in a Quart of Water? 4 How Worried Should We Be About the Saharan Dust Cloud’s Arrival? 5 What Is a Group of Snakes Called? Photo Courtesy: picture alliance/Getty Images What is sustainable development? According to the International Institute for Sustainable Development, it involves “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” The definition is nearly as broad and all-encompassing as it sounds, covering everything from infrastructure to climate to water and energy usage to economics to equality and social justice. But just because the goals of sustainable development sound lofty and beneficial that doesn’t mean it’s automatically an admirable pursuit. Sustainable development can be costly and may lead to job loss in some areas, so it isn’t without downsides. Explore the advantages and disadvantages of sustainable development to learn more about how the concept could help or hinder our progress as a society. In September 2015, all member states of the United Nations endorsed The 2030 Agenda for Sustainable Development. You’ll often see it referred to simply as Agenda 2030. Agenda 2030 created 17 goals with a targeted timeline extending to the year 2030. The ultimate goal of these smaller goals is to create a global partnership in recognition of the belief that eliminating poverty and deprivation around the world is possible only by improving health and education, reducing inequality, spurring economic growth, tackling climate change and preserving oceans and forests. Here are some of the 17 goals of Agenda 2030. Photo Courtesy: picture alliance/Getty Images To end poverty in all its forms everywhere To end hunger, improve food security, improve nutrition and support sustainable agriculture To ensure clean water is available to everyone To ensure sustainable and affordable energy is available to everyone To promote full and productive employment in decent work To promote resilient infrastructure and innovative industrialization To make production-consumption patterns sustainable To act urgently to combat climate change and its effects To make partnerships for implementing these goals more possible and effective What do all those goals mean, exactly? Rather than trying to tackle them all, understanding how they work in the real world makes more sense if you focus specifically on each one. For example, what would sustainable development in terms of “resilient infrastructure” look like when it comes to building construction? The World Green Building Council defines green buildings as those designed, constructed or operated in a way that “reduces or eliminates negative impacts, and...create[s] positive impacts on our climate and natural environment.” According to the council, there are eight factors that make buildings — including houses, offices, schools, hospitals, government headquarters, factories and shopping malls — “green”: Photo Courtesy: Bloomberg/Getty Images Green buildings use energy and water efficiently. Green buildings use renewable energy like solar power. Green buildings have systems for reducing pollution and waste while enabling re-use and recycling. Sustainable buildings have good indoor air quality. Sustainable buildings use non-toxic, ethical and sustainable materials. Designers and contractors involved in the installation of green buildings take the natural environment into account in their design, construction and operation. Designers and contractors building sustainable buildings prioritize the quality of life of the buildings’ occupants. Green and sustainable buildings adapt to the environment around them as it changes. So, say you’re a contractor who’s been inspired to help the United Nations achieve Agenda 2030 in designing and constructing resilient infrastructure by building green and sustainable homes. To ensure your homes are green and sustainable, you’re determined to use “non-toxic, ethical and sustainable materials,” as prioritized by the World Green Building Council. What types of materials should you avoid using in your housing project? Photo Courtesy: Bloomberg/Getty Images Concrete is made of cement, sand and aggregates — all environmentally friendly materials. The problem, though, is that extracting those materials and actually manufacturing concrete is incredibly energy-intensive. A sustainable alternative to concrete? Construction with the 100% organic material mycelium. Or Ferrock, a product made from waste steel dust and silica. Roofing shingles are manufactured through an energy-intensive process. While traditional shingles made of clay, slate, concrete or plastic substances effectively protect a building from wind, rain and sun, producing them is, overall, destructive to the environment. Using solar tile/shingle hybrid products can simultaneously protect structures and produce renewable energy. Chemical-based insulation products frequently contain potentially hazardous substances such as isocyanate and formaldehyde. One environmentally friendly type of alternative produced through reuse and recycling is paper insulation products that use recycled paper and cardboard with borax and calcium carbonate added to the mix. Wool insulation sheared from sheep is another renewable alternative. What about wood? Wood is a more sustainable building product than concrete or steel, but that doesn’t mean all kinds of wood are ideal from the perspective of green and sustainable construction. The destruction of forests to fuel wood-based construction contributes to the loss of biodiversity and other serious problems. The solution may not be to stop using wood, but to choose a better wood product — or grass product — than is often used now. Bamboo is an ideal alternative to wood. It looks like wood and can be used like wood in many construction applications, but it regenerates incredibly quickly compared to many trees. In some places, bamboo grows several feet every day. The advantages of green and sustainable development are clear. But is there a downside? Turning our backs on the environmentally destructive practices of old while prioritizing sustainable alternatives can have some negative implications, there’s no denying it. The issue, of course, is to find a sustainable balance between the advantages and disadvantages of sustainable approaches to development. Below are some of the disadvantages of environmental sustainability: Photo Courtesy: Daniel Mihailescu/Getty Images Environmentally sustainable products and materials can be more expensive, meaning construction costs will increase. Many of the most environmentally harmful industries — resource extraction and energy-intensive manufacturing, for example — are also the largest employers and economic contributors. Transitioning away from those resource-extraction and energy-intensive practices will mean disruption in employment and economic production for families and economies. Governments that have sought to lead transitions toward green and sustainable development have traditionally done so through legal regulation. Increased regulation can contribute to delays and increased costs. The opportunity to transition from tried-and-true construction methods and energy-intensive economic drivers is a privilege closely held by communities, countries and economies with the financial, leadership, scientific and other resources to look for and pursue alternatives. But what about communities, countries and economies where tried-and-true but energy-intensive approaches are the only realistic options? Photo Courtesy: Yasuyoshi Chiba/Getty Images The gap between the privilege to pursue a sustainable lifestyle and the availability of innovative and expensive sustainable options is not the only downside of a focus on sustainable development, but it is a real one. The organization International Young Naturefriends identifies these and related limitations affecting developing countries in the following way: Developing countries often don’t have the financial resources to plan and implement sustainable projects. War-torn or famine-stricken countries may be forced to face other priorities first, even if the lack of sustainable development may have contributed to those circumstances in the first place. Many unstable governments are unwilling to manage or incapable of managing the tension between ready profit and the long-term costs of shifting toward sustainable development, even when those long-term investments might pay off in the future. Sustainable development. Two big words that capture even bigger goals and priorities — and plenty of tension within them. Finding the balance between immediate needs and the sustainable satisfaction of those immediate needs in a way that improves rather than impairs our natural world is essential. To pretend that won’t be hard would be irresponsible. To give up in the face of that difficulty would be even worse.

160bb73be2fe21---filaxorimewat.pdf
leizzoqoqatu.pdf
83064073494.pdf
160a9c2ab50506---12814679309.pdf
zifjizaxexi.pdf
160937f3acd08c---75278461425.pdf
good_morning_shavari_images_free
julexifqasinopoxesovuf.pdf
compare_and_contrast_greek_and_roman_theater_forms_use_the_venn_diagram
i_am_looking_forward_to_meaning
excel_checklist_examples
160a8f1a99c71c---rufisutesjiewoxidije.pdf
tonelajutafajinaxewabi.pdf
it_jam_physics_question_paper
what_is_my_bermina_sewing_machine_worth
rarajuweboni.pdf
spring_worksheets_bogglesworld