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William Stanton has worked as a geologist for oil companies worldwide. He is a member of the Optimum Population Trust. Michael J. Etzel received his PhD in marketing from the University of Colorado...

**About | Stanton**

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According to William J. Stanton, "Advertising consists of all the activities involved in presenting to a group a non-personal, oral or visual, openly sponsored message regarding a product, service or idea; this message, called an advertisement, is disseminated through one or more media and is paid for by the identified sponsor."

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companying services.”  
Price is the element of the marketing mix who stable in certain period but at one moment the price might be increase or decrease and price become as the single element that revenue from the selling.