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## English definition of "image advertising"

### image advertising

noun [U]

> **MARKETING** advertising that tries to influence customers' opinions about a company, organization or product:

*Image advertising should convey who your company is and why you are better than your competition.*

→ COMPARE [institutional advertising](#), [product advertising](#)

(Definition of image advertising noun from the Cambridge Business English Dictionary © Cambridge University Press)

Focus on the pronunciation of image advertising

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a measurement of the amount of pollen in the air  
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