became a very popular theme during the commercial period. In marketing, the product is often presented in a modern, attractive manner. On the other hand, when the product is in the early stages of development, the focus is on the functional aspects and the practicality of the product. It is important to understand the relationship between marketing and sales. The marketing mix consists of the following components: product, price, promotion, and place. These components interact with each other to influence consumer behavior.

**Advertisement**

At the heart of effective communication is the need to understand the target audience and their needs. The primary goal of advertising is to create awareness, build interest, and stimulate demand for a product or service. Advertising strategies should be tailored to the specific characteristics of the target audience. This involves understanding the demographics, psychographics, and psychosocial factors that influence consumer behavior. By analyzing these factors, advertisers can create campaigns that effectively engage the target audience.

**Lubelskie Materialy Neolitologiczne—1975**

NOTES
The text on the page is not legible due to the quality of the image. It appears to be a page from a book or a document, but the content cannot be accurately transcribed.