



Persuasive Advertising: Evidence-based Principles

By J. Scott Armstrong

Palgrave Macmillan. Hardcover. Book Condition: New. Hardcover. 350 pages. This book translates knowledge about persuasion into evidence-based principles. Useful knowledge about persuasion has been obtained over the last 100 years from the experience of advertising experts and from empirical studies in advertising and other fields including psychology, consumer behavior, law, mass communication, politics, and propaganda. The principles in Persuasive Advertising provide understandable and easy-to-access guidance for all types of advertising. Including still media such as print and Internet, and motion media such as TV, streaming video, Internet, and radio. They also apply to other types of persuasive communications such as management reports, speeches, and press releases. Wharton School Professor J. Scott Armstrong spent over 16 years on this book. In recent years, he was assisted by Gerry Lukeman, Chairman Emeritus of Ipsos-ASI and Sandeep Patnaik, Research Director at Gallup and Robinson. Altogether, more than 80 people contributed to Persuasive Advertising by obtaining relevant studies, analyzing data, editing and reviewing, and surveying researchers to ensure that the book correctly summarizes their findings. Persuasive Advertising summarizes findings from about 3,000 empirical studies and 50 books. It also presents new findings from previously unpublished studies. . Along with the AdPrin Audit software...



READ ONLINE
[4.11 MB]

Reviews

Merely no phrases to describe. It really is rally intriguing through reading time. I am happy to tell you that this is basically the greatest book i have go through in my own lifestyle and might be he greatest book for ever.

-- **Kattie Wunsch**

Extremely helpful for all class of folks. I really could comprehended almost everything using this written e publication. You will not feel monotony at at any time of the time (that's what catalogs are for about in the event you check with me).

-- **Prof. Melyna Dooley V**

Relevant Books



Fun to Learn Bible Lessons Preschool 20 Easy to Use Programs Vol 1 by Nancy Paulson 1993 Paperback

Book Condition: Brand New. Book Condition: Brand New.



A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)

Dover Publications, 2011. Paperback. Book Condition: New. No Jacket. New paperback book copy of A Dog of Flanders by Ouida (Marie Louise de la Ramee). Unabridged in easy to read type. Dover Children's Thrift Classic. Reprint of original edition. Green edition. Mineola...



My Life as an Experiment: One Man s Humble Quest to Improve Himself by Living as a Woman, Becoming George Washington, Telling No Lies, and Other Radical Tests

SIMON SCHUSTER, United States, 2010. Paperback. Book Condition: New. Reprint. 212 x 138 mm. Language: English . Brand New Book. One man. Ten extraordinary quests. Bestselling author and human guinea pig A. J. Jacobs puts his life to the test and reports...



Speak Up and Get Along!: Learn the Mighty Might, Thought Chop, and More Tools to Make Friends, Stop Teasing, and Feel Good about Yourself

Free Spirit Publishing Inc.,U.S. Paperback / softback. Book Condition: new. BRAND NEW, Speak Up and Get Along!: Learn the Mighty Might, Thought Chop, and More Tools to Make Friends, Stop Teasing, and Feel Good about Yourself, Scott Cooper, What if every kid...



The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds

Anness Publishing. Paperback. Book Condition: new. BRAND NEW, The Trouble with Trucks: First Reading Book for 3 to 5 Year Olds, Nicola Baxter, Geoff Ball, This is a super-size first reading book for 3-5 year olds, with an engaging story, colourful pictures...



Everything Ser The Everything Green Baby Book From Pregnancy to Babys First Year An Easy and Affordable Guide to Help Moms Care for Their Baby And for the Earth by Jenn Savedge 2009 Paperback

Book Condition: Brand New. Book Condition: Brand New.