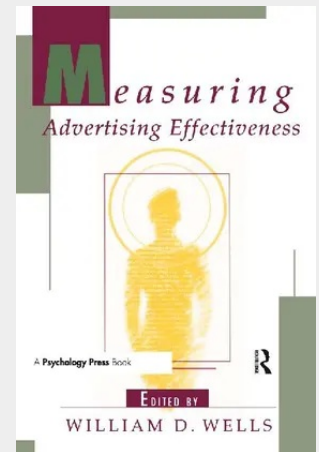


Measuring Advertising Effectiveness

This volume includes edited and revised versions of the papers delivered and discussed at the recent Advertising and Consumer Psychology Conference. Following the theme of the conference -- "Measuring Advertising Effectiveness" -- the book blends academic psychology, marketing theory, survey methodology, and practical experience, while simultaneously addressing the problems and limitations of advertising. Acknowledging that advertisements are subtle, diverse, complex phenomena that require detailed investigation, this compilation explores the multidimensional nature of advertising's diverse effects from both academic and applied perspectives. Updates on theories and methods -- along with expert commentaries -- help to make this a valuable collection that will be of interest to advertising and marketing specialists and communications experts alike.

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