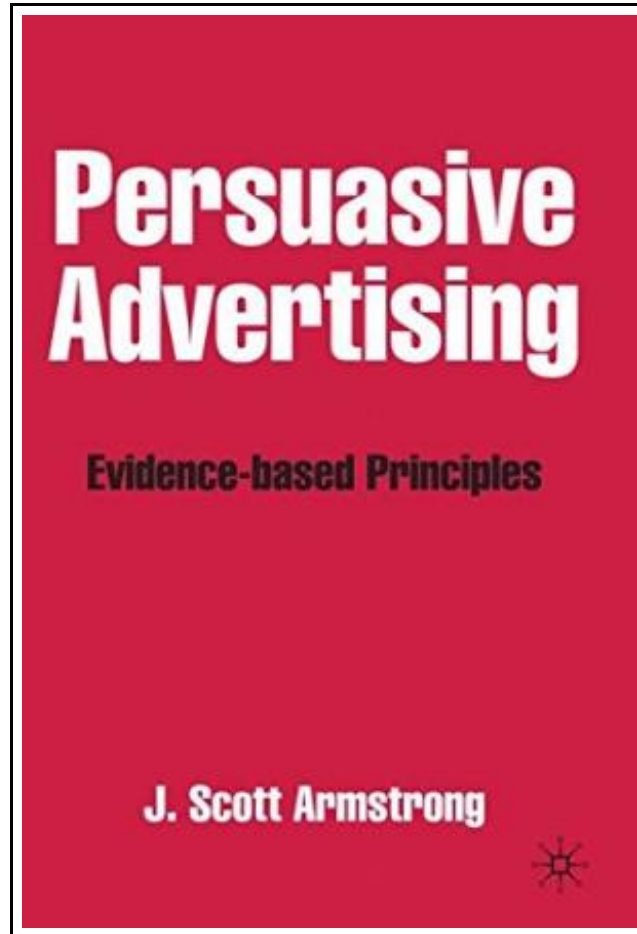


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PERSUASIVE ADVERTISING: EVIDENCE-BASED PRINCIPLES



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 It also presents new findings from previously unpublished studies.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 on AdPrin. com, Persuasive Advertising enables advertisers as well as agencies to quickly and inexpensively identify ways to improve ads or to determine which of a set of ads will be most effective. For example, it typically requires about an hour for an experienced user to obtain a persuasiveness index for a print ad along with a list of ways to improve the ad. , By using these principles, advertisers can improve their creativity and effectiveness. This book is supported by the AdPrin. com site: <http://advertisingprinciples.com> This item ships from multiple locations. Your book may arrive from Roseburg,OR,...



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