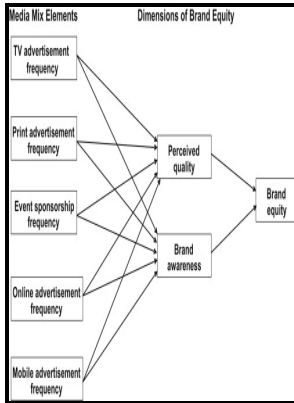


Investigation of manipulation of colour, product involvement and product type in printadvertising.

The Author) - Competitive advertising within store flyers: A win



Description: -

-Investigation of manipulation of colour, product involvement and product type in printadvertising.

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Journal of Consumer Research 37 4 : 626—640.

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His left hand is drawing a profile of a man, his right hand is writing an equation. How Does It Make You Feel? In addition to formal hypothesis testing, a post-hoc analysis was conducted by examining the cognitive responses for significant AN-OVA main effects.

Competitive advertising within store flyers: A win

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