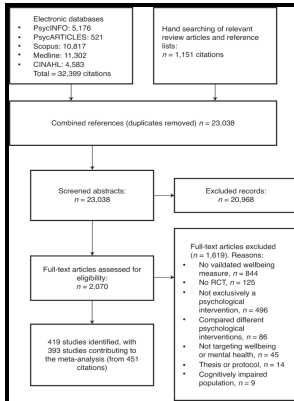


Psyching the ads - the case book of advertising : the methods and results of 180 advertisements

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Notes: Reprint of the ed. published by Covici, Friede, New York.

This edition was published in 1976



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Gender role expectation theory suggests that women tend to be more social than men, who are more focused on task-related events ;. The struggle has been too fierce for any but the strongest. However, feeling seems to rank higher.

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Journal of Marketing, 57, 1—18.

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