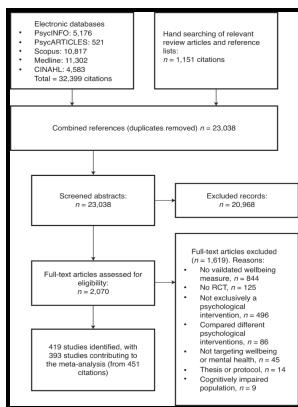


Psyching the ads - the case book of advertising : the methods and results of 180 advertisements

Arno Press - A meta



Description: -

Clocks and watches.

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

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

Notes: Reprint of the ed. published by Covici, Friede, New York.
This edition was published in 1976



Filesize: 63.42 MB

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Investigating the Comparative Effectiveness of Demonstrative and Straight

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.

Analysis of marketing strategy of mineral water industry

Journal of Marketing, 57, 1—18.

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Humor in advertising: A practitioner view. This allows researchers to gather more information before developing their research questions and hypotheses.

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In 2020, there are 6 different social media channels where you can follow proven ad strategies and generate consistent ROI. Specifically, this study helps to provide answers to basic questions for advertisers, such as which social media should be chosen to increase the effectiveness of an advertising campaign, or whether this effectiveness depends on the characteristics of the target audience. While it did gain in terms of visibility and reach piggybacking on Parles existing distribution network , efforts to expand the bottled water market were not exactly painstaking.

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