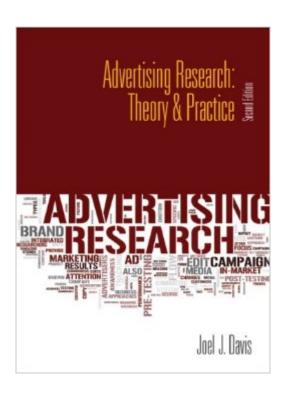
The book was found

Advertising Research: Theory & Practice (2nd Edition)





Synopsis

Discover how to design and use advertising research. In order to become a successful advertising professional, itâ ™s important to understand the importance of research. Advertising Research: Theory & Practice shows readers how research helps advertisers make the best decisions in regards to strategy, target audiences, and creativity in a complex consumer and media environment. New chapters have been added in this edition that highlight recent developments in advertisersâ ™ behaviors. Changes and advancements in research design and methodology are also addressed.

Book Information

Hardcover: 704 pages

Publisher: Pearson; 2 edition (May 23, 2011)

Language: English

ISBN-10: 0132128322

ISBN-13: 978-0132128322

Product Dimensions: 7.3 x 1.7 x 9.2 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars Â See all reviews (2 customer reviews)

Best Sellers Rank: #319,675 in Books (See Top 100 in Books) #274 in Books > Business &

Money > Marketing & Sales > Marketing > Research #371 in Books > Textbooks > Business &

Finance > Marketing #601 in Books > Business & Money > Marketing & Sales > Advertising

Customer Reviews

It is easy to understand, especially for beginners~! I really recommend this book! It contains a lot of information!

This is a required text for my college course. I will not have an opinion until class completion.

Download to continue reading...

Advertising Research: Theory & Practice (2nd Edition) Graphis Advertising 98 (Graphis Advertising Annual) Epica Book 10: Europe's Best Advertising (Epica Book, European Advertising Annual) (No. 10) The Practice of Qualitative Research: Engaging Students in the Research Process Nursing Research: Methods and Critical Appraisal for Evidence-Based Practice, 8e (Nursing Research: Methods, Critical Appraisal & Utilization) The Media Handbook: A Complete Guide to Advertising

Media Selection, Planning, Research, and Buying (Routledge Communication Series) Health Behavior and Health Education: Theory, Research, and Practice Reading and Deafness: Theory, Research, and Practice Health Psychology: Theory, Research and Practice Brand Management: Research, Theory and Practice Strategic Writing: Multimedia Writing for Public Relations, Advertising and More (2nd Edition) Evidence-Based Practice For Nurses: Appraisal and Application of Research (Schmidt, Evidence Based Practice for Nurses) Advertising & IMC: Principles and Practice, 9th Edition Advertising & IMC: Principles and Practice, 10th Edition Qualitative Research Design: An Interactive Approach (Applied Social Research Methods) Progress in Skin Cancer Research (Horizons in Cancer Research) Skin Cancer: New Research (Horizons in Cancer Research, Volume 31 Structure and Function of a Chihuahuan Desert Ecosystem: The Jornada Basin Long-Term Ecological Research Site (Long-Term Ecological Research Network Series) Introduction To Research And Medical Literature For Health Professionals (Blessing, Introduction to Research and Medical Literature for Health Professionals wi) Essentials of Business Research: A Guide to Doing Your Research Project

Dmca