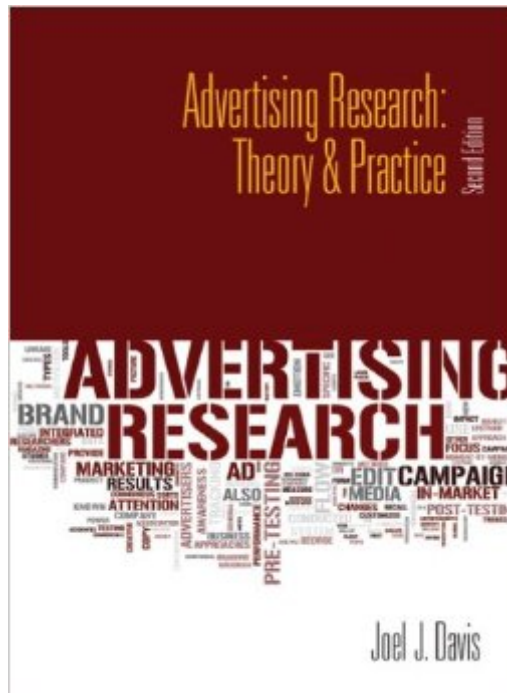


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# Advertising Research: Theory & Practice (2nd Edition)



## Synopsis

Discover how to design and use advertising research. In order to become a successful advertising professional, it'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 advertisers' 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)

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