

Advertising Research: Theory & Practice (2nd Edition)



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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.

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Customer Reviews

This textbook provides students with the knowledge and skills necessary to be successful advertising professionals in the advertising business. Advertising Research: Theory and Practice distinguishes itself from other advertising research texts in four ways--breadth, depth, integration and currency. This book has been written and structured with the goals of improving student learning and facilitating the application of newly learned material to actual situations. Coverage is divided into two parts. The first part discusses the context in which advertising research is conducted, while the second part presents specific research topics and techniques. --This text refers to an alternate Hardcover edition.

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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.

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