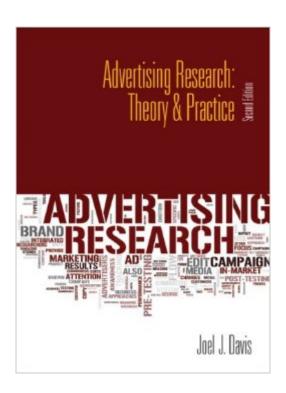
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# Advertising Research: Theory & Practice (2nd Edition)





### **Synopsis**

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

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