**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  
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  
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...*