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ADVERTISING EFFECTIVENESS FROM 1993 TO 1997; 1990's CHANGES IN RECRUITING AND MARKETING ENVIRONMENTS; DATA FROM 1993-1997; ECONOMETRIC APPROACH; RESULTS; Chapter Nine CONCLUSIONS; Appendix MODEL SPECIFICATION TESTS AND TIME PERIOD COMPARISONS; REFERENCES

Sommario/riassunto

The Defense Department has been spending over 100 million annually on recruiting advertising. Previous econometric studies of military advertising's effects have relied on data from time periods unlike today's and have used models possibly inappropriate for supporting today's decisionmakers. This report details improved methods developed to assess military advertising's effectiveness and illustrates them using early 1980's and mid-1990's data.
