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Nota di contenuto	Book Cover; Title; Contents; case studies; advertisement examples; Preface; Acknowledgements; What facilitates persuasion and what inhibits it?; Rationality, symbolism and emotion in persuasion; Persuasive advertising appeals, 1; Persuasive advertising appeals, 2; Persuasive advertising appeals, 3: cognitive approaches; Persuasive advertising appeals, 4; Notes; Index
Sommario/riassunto	Effective advertising is, almost always, persuasive advertising, and while not all advertising seeks to persuade, in a competitive situation those who best persuade are those most likely to win. This exciting new book seeks to explain the precise ways in which advertising successfully persuades consumers, setting out the strategies for advertisers to adopt and illustrating the theories at work. Offering not only a conceptual and theoretical grounding in persuasive techniques, this book also provides concrete empirical research that is uniquely incorporated into a marketing textbook f