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Competitive Analysis; Competitor Positioning Strategy; Complementary Branding; Comprehension Test; Conative (Component of Attitude); Conative Message Strategy; Concept Testing; Conjunctive Heuristics; Consent Order; Constraint; Consumer Decision-Making Process; Consumer Promotion; Contests and Sweepstakes; Continuity; Cooperative Advertising Program; Cooperative Branding; Copytesting; Corporate Advertising; Corporate Image; Corporate Logo; Corrective Advertising; Cost per Rating Point; Cost per Thousand; Coupon; Creative  
Creative BriefCultural Symbol Positioning Strategy; Customer Analysis; Cyberbait; Day-After Recall; Decay Effects; Deceptive and Misleading Advertisements; Decider; Decoding; Decorative Model; Demographics; Demonstration Execution; Derived Demand; Direct Marketing; Dramatization Execution; Dual-Channel Marketing; Effective Frequency and Effective Reach; Elaboration Likelihood Model; Encoding Process; Emotional Appeal; Emotional Message Strategy; Emotional Reaction Test; Evaluation of Alternatives (Purchasing Decision Process; Evaluation Criteria for Advertisements; Event Marketing; Evoked Set Executional FrameworkExpert Authority; External Search; Family Brand; Family Life Cycle; Fantasy Execution; Fear Appeal; Federal Communications Commission; Federal Trade Commission; Flanker Brand; Flighting Schedule (Advertising Campaign); Focus Group; Food and Drug Administration; Freestanding Insert; Frequency; Gatekeeper; Generation X; Generic Message Strategy; Geodemographic Segmentation; Geographic Segmentation; Globally Integrated Marketing Communications; Green Marketing; Gross Impressions; Gross Rating Points; Hedonic Experiential Model; Heredity and Home Environment Hierarchy of Effects Model

## Sommario/riassunto

At your fingertips?find advertising terms and concepts quickly and easily in this A-Z reference guide!As with many institutions, advertising has developed its own vocabulary. While some terms and concepts may overlap with other areas, many are used in a particular way and have specific meanings in advertising. The Concise Encyclopedia of Advertising is a comprehensive yet to-the-point compilation of terms and concepts used in the advertising industry. It provides brief, easy-to-understand definitions and explanations of common advertising terms and covers all major concepts used in