

1. Record Nr.	UNINA9910788595103321
Autore	O'Shaughnessy John <1927-2023, >
Titolo	Persuasion in advertising // John O'Shaughnessy and Nicholas Jackson O'Shaughnessy
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2004
ISBN	1-134-35409-6 1-134-35410-X 0-429-23008-7 0-415-32224-3 0-203-29998-1 1-280-06210-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (233 p.)
Classificazione	05.31
Altri autori (Persone)	O'ShaughnessyNicholas J. <1954->
Disciplina	659.1/01/9
Soggetti	Advertising - Psychological aspects Persuasion (Psychology)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 197-208) and index.
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