

1. Record Nr.	UNISA990002102360203316
Autore	PETER, J. Paul
Titolo	Marketing / J. Paul Peter, James H. Donnelly Jr., Carlo Alberto Pratesi ; con la collaborazione di Carmine D'Arconte
Pubbl/distr/stampa	Milano : McGraw-Hill, 2009
ISBN	978-88-386-6610-0
Edizione	[4. ed]
Descrizione fisica	XIX, 447 p. : ill. ; 25 cm
Collana	Collana di istruzione scientifica , Serie di discipline aziendali
Altri autori (Persone)	DONNELLY, James H. PRATESI, Carlo Alberto
Disciplina	658.8
Soggetti	Marketing
Collocazione	658.8 PET 2 658.8 PET 2 a
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910791770803321
Autore	Vaughn Leigh Ann
Titolo	Regulatory fit and persuasion through advocacy messages and narratives [[electronic resource] /] / Leigh Ann Vaughn
Pubbl/distr/stampa	New York, : Nova Science Publishers, c2010
ISBN	1-61209-047-8
Descrizione fisica	1 online resource (60 p.)
Collana	Psychology research progress series
Disciplina	153.8/52
Soggetti	Persuasion (Psychology) Influence (Psychology) Books and reading - Psychological aspects
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 and index.
Nota di contenuto	Regulatory fit, feeling right and engagement strength. Eliciting experiences of regulatory fit. Regulatory fit with means of engagement and with outcomes -- Persuasion through advocacy messages. Research on regulatory fit and persuasion through advocacy messages. Hypotheses about the interplay of elaboration likelihood and regulatory fit in persuasion through advocacy messages -- Persuasion via narratives. Transportation and persuasion. Research on regulatory fit and persuasion via narratives. Transportation likelihood. Effects of regulatory fit on narrative transportation and persuasion : hypotheses organized by transportation likelihood -- Conclusion.