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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Half title page; Title page; Copyright page; Dedication; Contents; Epigraph; List of Tables and Figures; Foreword: Red Threads; Acknowledgments; Chapter 1 - Big Ideas and Good Ideas; Chapter 2 - Passing Through the Gate; Chapter 3 - Getting It Right the First Time; Chapter 4 - Repetition, Competition, and the Growth (or Decline) of Brands; Chapter 5 - Keeping the Brand in the Window; Chapter 6 - The Bridge to the Long Term; Chapter 7 - A First Measure of Long-Term Effects; Chapter 8 - The Depth of Advertising's Long-Term Effects Chapter 9 - Can Doses of Advertising Produce Doses of Profit?Chapter 10 - Frozen Effects Versus Continuous Effects: Snapshots Versus Movies; Appendix A: Tracking Studies; Appendix B: Alternative Systems for Measuring Long-Term Effects; Index; About the Author
Sommario/riassunto	Based on research, this is a thorough study of advertising accountability and the comparison of investment and return. The book demonstrates advertising's effect on consumer purchasing of a brand.