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Straight Talk About Attitude Research

EDITED BY
Joseph Chasin

IN PARTNERSHIP WITH THE AMERICAN MARKETING ASSOCIATION



Straight Talk About Attitude Research

Joseph Chasin



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Measuring Advertising Effectiveness William D. Wells,2014-03-05 This volume includes edited and revised versions of the papers delivered and discussed at the recent Advertising and Consumer Psychology Conference Following the theme of the conference Measuring Advertising Effectiveness the book blends academic psychology marketing theory survey methodology and practical experience while simultaneously addressing the problems and limitations of advertising Acknowledging that advertisements are subtle diverse complex phenomena that require detailed investigation this compilation explores the multidimensional nature of advertising s diverse effects from both academic and applied perspectives Updates on theories and methods along with expert commentaries help to make this a valuable collection that will be of interest to advertising and marketing specialists and communications experts alike

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Arno J. Rethans,John L.

Swasy,Lawrence J. Marks,1984 *Sex and Sexualities in Ireland* Barbara Górnicka,Mark Doyle,2023-10-31 This edited collection provides an invaluable resource of seventeen chapters from a wide range of academic disciplines These chapters place sex and sexualities in Ireland in historical context and take the reader through the structural changes that have transformed the expression of sexuality in Ireland from one of self denial to self expression The collection does not however unquestionably assume a linear narrative of progress new issues and challenges are also addressed throughout This book will be of interest to students and scholars from a range of disciplines including sociology social policy history media gender studies and psychology The collection is divided into six separate but interlinked thematic sections Sexualities in Historical

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