

THE POLITZ PAPERS

SCIENCE AND TRUTH IN
MARKETING RESEARCH

The Politz Papers Science And Truth In Marketing Research

John Philip Jones



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The Politz Papers Hugh S. Hardy,William Edwards Deming,1990

How Advertising Works John Philip Jones,1998-06-17 John Philip Jones bestselling author of What s in a Name and When Ads Work has edited an authoritative handbook of research procedures that determine effective advertising All participants in the advertising process clients media and agencies are fully represented in this volume Chapter authors reflect a global mix of academic and professional backgrounds and include Leo Bogart Andrew Ehrenberg Simon Broadbent Herbert Krugman and the Editor John Philip Jones Most chapters have been specifically written for this volume and are complemented by a few adaptations of classic articles

The Politz Papers Hugh S. Hardy,William Edwards Deming,1990

The Routledge Companion to Marketing History D.G. Brian Jones,Mark Tadajewski,2016-01-29 The Routledge Companion to Marketing History is the first collection of readings that surveys the broader field of marketing history including the key activities and practices in the marketing process With contributors from leading international scholars working in marketing history this companion provides nine country specific histories of marketing practice as well as a broad analysis of the field including the histories of advertising retailing channels of distribution product design and branding pricing strategies and consumption behavior While other collections have provided an overview of the history of marketing thought this is the first of its kind to do so from the perspective of companies industries and even whole economies The Routledge Companion to Marketing History ranges across many countries and industries engaging in substantive detail with marketing practices as they were performed in a variety of historical periods extending back to ancient times It is not to be missed by any historian or student of business

The Problem with Survey Research George Beam,2017-09-08 The Problem with Survey Research makes a case against survey research as a primary source of reliable information George Beam argues that all survey research instruments all types of asking including polls face to face interviews and focus groups produce unreliable and potentially inaccurate results Because those who rely on survey research only see answers to questions it is impossible for them or anyone else to evaluate the results They cannot know if the answers correspond to respondents actual behaviors objective phenomena or to their true beliefs and opinions subjective phenomena Reliable information can only be acquired by observation experimentation multiple sources of data formal model building and testing document analysis and comparison In fifteen chapters divided into six parts Ubiquity of Survey Research The Problem Asking Instruments Asking Settings Askers and Proper Methods and Research Designs The Problem with Survey Research demonstrates how asking instruments settings in which asking and answering take place and survey researchers themselves skew results and thereby make answers unreliable The last two chapters and appendices examine observation other methods of data collection and research designs that may produce accurate or correct information and shows how reliance on survey research can be overcome and must be

JMR, Journal of Marketing Research ,1993

Engineered to Sell Jan L.

Logemann,2019-11-20 The mid twentieth century marketing world influenced nearly every aspect of American culture music literature politics economics consumerism race relations gender and more In Engineered to Sell Jan L Logemann traces the transnational careers of consumer engineers in advertising market research and commercial design who transformed capitalism from the 1930s through the 1960s He argues that the history of marketing consumer goods is not a story of American exceptionalism Instead the careers of immigrants point to the limits of the Americanization paradigm Logemann explains the rise of a dynamic world of goods and examines how and why consumer engineering was shaped by transatlantic exchanges From Austrian psychologists and little known social scientists to the illustrious Bauhaus artists the emigr s at the center of this story illustrate the vibrant cultural and commercial connections between metropolitan centers Vienna and New York Paris and Chicago Berlin and San Francisco By focusing on the transnational lives of emigr consumer researchers marketers and designers Engineered to Sell details the processes of cultural translation and adaptation that mark both the midcentury transformation of American marketing and the subsequent European shift to American consumer capitalism -

- - **and out of the West** Hugh Spence Hardy,2016-06-14 This is the true life chronicle of a youth who emerged from the flat lands of Western Canada to occupy senior leadership positions in the corridors of influence and power in the often disparate worlds of international business and bankingthe United States Canada Europe and Asia He was a marketing pioneer whose successes and failures will resonate among business and marketing leaders facing unprecedented change in the digital age With a loving understanding wife and children born in four cities coast to coast and two countries he served in the Canadian army in two wars and he overcame obstacles that would have beaten lesser men He rose to several pinnacles without losing focus on his family and managed to enjoy life along the way His story is an inspiration for aspiring younger men and women

Freud on Madison Avenue Lawrence R. Samuel,2011-06-06 What do consumers really want In the mid twentieth century many marketing executives sought to answer this question by looking to the theories of Sigmund Freud and his followers By the 1950s Freudian psychology had become the adman s most powerful new tool promising to plumb the depths of shoppers subconscious minds to access the irrational desires beneath their buying decisions That the unconscious was the key to consumer behavior was a new idea in the field of advertising and its impact was felt beyond the commercial realm Centered on the fascinating lives of the brilliant men and women who brought psychoanalytic theories and practices from Europe to Madison Avenue and ultimately to Main Street Freud on Madison Avenue tells the story of how midcentury advertisers changed American culture Paul Lazarsfeld Herta Herzog James Vicary Alfred Politz Pierre Martineau and the father of motivation research Viennese trained psychologist Ernest Dichter adapted techniques from sociology anthropology and psychology to help their clients market consumer goods Many of these researchers had fled the Nazis in the 1930s and their decidedly Continental and intellectual perspectives on secret desires and inner urges sent shockwaves through WASP dominated postwar American culture and commerce Though popular these qualitative research and persuasion tactics were

not without critics in their time Some of the tools the motivation researchers introduced such as the focus group are still in use with consumer insights and account planning direct descendants of Freudian psychological techniques Looking back author Lawrence R Samuel implicates Dichter's positive spin on the pleasure principle in the hedonism of the Baby Boomer generation and he connects the acceptance of psychoanalysis in marketing culture to the rise of therapeutic culture in the United States

The Averaged American Sarah E. Igo, 2009-06-30 supports the death penalty that half of all marriages end in divorce and that four out of five prefer a particular brand of toothpaste But remarkably such data now woven into our social fabric became common currency only in the last century With a bold and sophisticated analysis Sarah Igo demonstrates the power of scientific surveys to shape Americans sense of themselves as individuals members of communities and citizens of a nation

Social Science Under Debate Mario Bunge, 1999-01-01 Bunge contends that social science research has fallen prey to a postmodern fascination with irrationalism and relativism He urges social scientists to re-examine the philosophy and the methodology at the base of their discipline

Tainted Truth Cynthia Crossen, 1996-01-25 One of Business Week's top books this work examines how the distortion of information by the media politicians academics and business curtails the public's access to the truth Crossen shows how the desire for profits for influence or for increased funding has created an information industry that has only a glancing relationship with objective truth

When Ads Work David M Jones, 2015-03-26 The accepted wisdom in advertising is that ad campaigns are good for building brand recognition and good will but not for immediate sales impact *When Ads Work* argues the opposite that well planned and well executed advertising campaigns can and should have an immediate impact on sales Featuring numerous examples from recent ad campaigns the new edition of this popular book is a model for any successful advertising research program With a device he calls STAS Short Term Advertising Strength a measure of the immediate effect of advertising on sales the author demonstrates that the strongest ad campaigns can triple sales while the weakest campaigns can actually cause sales to fall by more than 50 percent He exposes sales promotions as wasteful especially when they are unsupported by advertising and also demonstrates the strong synergy that can operate between advertising and promotion when they are planned and executed in an integrated fashion *When Ads Work* offers eye opening research and practical information that no one who studies advertising or spends advertising dollars can afford to ignore

Marketing Stanley C. Hollander, Kathleen M. Rassuli, 1993 The last decade has witnessed a burgeoning interest in the history of marketing This authoritative two volume set provides a comprehensive collection of important articles which illuminate the history and development of marketing and marketing thought during the past century A unique reference tool this book will be indispensable to marketing researchers and others interested in marketing history The articles contained within its covers are international in scope spanning a range of European countries Japan and the US This major new collection of articles was compiled and edited by Stanley C Hollander eminent marketing historian and Kathleen M Rassuli The editors provide an introduction to the literature followed

by chapters on the history of marketing thought the historiography of marketing as well as chapters prepared by marketing speciality area consumer behaviour channels of distribution retailing product development pricing and advertising and promotion

Branding New York Miriam Greenberg, 2009-09-10 Winner of the 2009 Robert Park Book Award for best Community and Urban Sociology book Branding New York traces the rise of New York City as a brand and the resultant transformation of urban politics and public life Greenberg addresses the role of image in urban history showing who produces brands and how and demonstrates the enormous consequences of branding She shows that the branding of New York was not simply a marketing tool rather it was a political strategy meant to legitimize market based solutions over social objectives

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Public Opinion and the Communication of Consent Theodore Lewis Glasser, Charles T. Salmon, 1995-04-22 Public Opinion and the Communication of Consent offers an unprecedented range of scholarly perspectives on the relationship between public opinion and communication With contributions written from social scientific historical critical and cultural traditions the book illuminates the importance and richness of treating public opinion as a multifaceted concept Written by leading thinkers in the field some of the work s chapters offer state of the art reviews of research findings while others are scholarly treatises on some aspect of communication public opinion and society Topics covered include The nature and institutions of public opinion the influence of media on public opinion social and psychological contexts of public opinion the role public opinion assessment plays in a democratic society

Social Knowledge in the Making Charles Camic, Neil Gross, Michèle Lamont, 2012-07-24 Over the past quarter century researchers have successfully explored the inner workings of the physical and biological sciences using a variety of social and historical lenses Inspired by these advances the contributors to Social Knowledge in the Making turn their attention to the social sciences broadly construed The result is the first comprehensive effort to study and understand the day to day activities involved in the creation of social scientific and related forms of knowledge about the social world The essays collected here tackle a range of previously unexplored questions about the

practices involved in the production assessment and use of diverse forms of social knowledge A stellar cast of multidisciplinary scholars addresses topics such as the changing practices of historical research anthropological data collection library usage peer review and institutional review boards Turning to the world beyond the academy other essays focus on global banks survey research organizations and national security and economic policy makers Social Knowledge in the Making is a landmark volume for a new field of inquiry and the bold new research agenda it proposes will be welcomed in the social science the humanities and a broad range of nonacademic settings **Journal of Marketing** ,1993

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