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Advertising and the mind of the consumer : what works, what doesn?t and why

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Abstrak

This book demystifies the effects of advertising and describes some of the psychological mechanisms underlying them. It is written primarily for those who foot the bill for advertising and those who produce advertising. In other words, for those many organizations involved with advertising? the marketing directors, marketing managers, product managers, advertising managers, account execs, media people and creatives. However, we hope that it will also be read by interested consumers who wonder how advertising works and why advertisers keep on advertising. Understanding the mechanisms and their limitations tends to lessen the anxieties we may have about wholesale, unconscious manipulation by advertising.