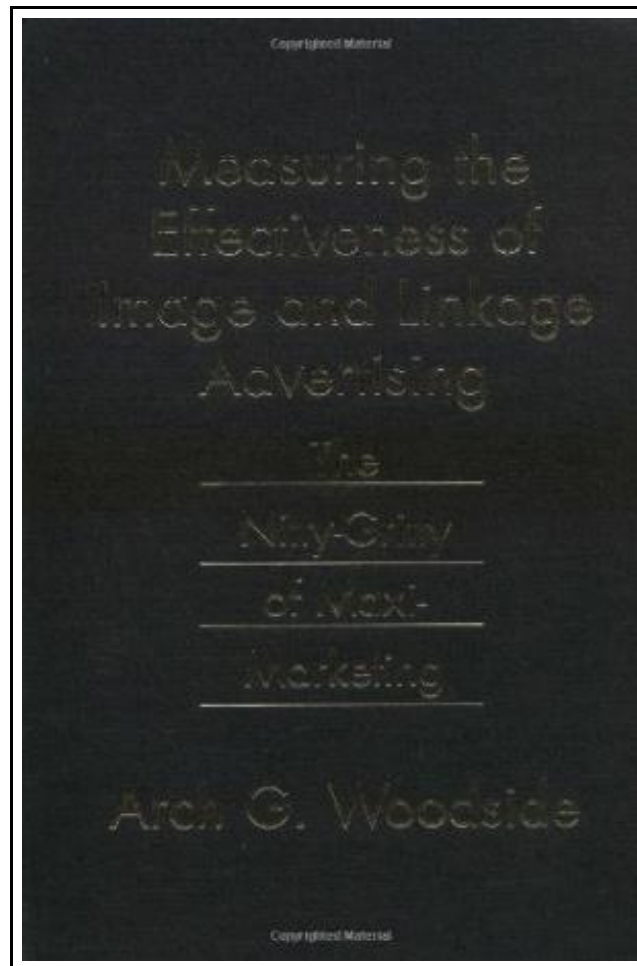


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MEASURING THE EFFECTIVENESS OF IMAGE AND LINKAGE ADVERTISING: THE NITTY-GRITTY OF MAXI-MARKETING (HARDBACK)



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ABC-CLIO, United States, 1996. Hardback. Book Condition: New. New.. 243 x 164 mm. Language: English . Brand New Book ***** Print on Demand *****.Dr. Woodside picks up where other books on maxi-marketing leave off, to prove that the effectiveness of image and linkage advertising can be measured, and to show advertising professionals how to do it. Readable and in detail, with carefully culled examples that go beyond simple case studies, Dr. Woodside provides a 20-step process model of how low and high involvement advertising work, and shows how to use top-of-mind-awareness measures and benefit-to-brand retrieval to assess advertising impact. His book also covers the details of evaluating the effectiveness of competing advertising media and ways to do useful advertising-to-sales conversion studies, within budget and in a timely manner. Well illustrated with tables and figures, and drawing upon important practical and academic research, Dr. Woodside s book will be essential reading for advertising, marketing, and sales executives and their colleagues in the academic community. Dr. Woodside leads off with his 20-step process model and review of the scientific and applied literature to show how advertising works. He answers the question of why top-of-mind awareness measures of advertising effectiveness are so valuable, and then uses detailed, numerical examples to illustrate the powerful tool of benefit-to-brand retrieval. He links profit-and-loss analysis to a linkage advertising monitoring program, then discusses the net profit impact of each advertisement in each medium. His report of a field study demonstrates that net profit is the big difference between image and linkage advertising. From there he moves to the long interview and its application to voice-of-the customer research, ways to value different customer segments, and how to monitor linkage advertising fulfillment strategies. Dr. Woodside s book will be an important contribution to our understanding of how advertising is...

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