



The Advertising Research Handbook, Second Edition

Charles E. Young

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In this second edition of The Advertising Research Handbook, Charles Young expands his material to twenty chapters that represent four distinct and complementary views of the ever broadening landscape of ad research. Topics covered range from fresh news from the field of neuroscience to timeless insights that can help guide marketing and creative communities all the way from strategic development to creative execution. Industry professionals who want to understand and implement the practice of advertising research in an effective way will find this book to be a useful tour guide and counsel that is easy to read and repeatedly reference. Its purpose is to be helpful in breaking down the often and unnecessarily complicated systems of ad research so that everyone can understand them and reap the benefits of speaking a common language. Finally, those who read this book will find the proof to help educate their teams on why the use of a heuristic model rather than a black box system will improve their company's quest for managing a brand's communications in real time.

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