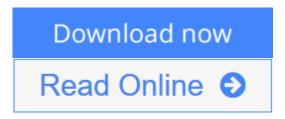


Persuasion in Advertising

By John O'Shaugnessy, Nicholas O'Shaughnessy



Persuasion in Advertising By John O'Shaugnessy, Nicholas O'Shaughnessy

Effective advertising is, almost always, persuasive advertising, and while not all advertising seeks to persuade, in a competitive situation those who best persuade are those most likely to win. This exciting new book seeks to explain the precise ways in which advertising successfully persuades consumers, setting out the strategies for advertisers to adopt and illustrating the theories at work.

Offering not only a conceptual and theoretical grounding in persuasive techniques, this book also provides concrete empirical research that is uniquely incorporated into a marketing textbook format. The authors cover topics including: difficulties of persuasion, rationality and emotion in persuasion, positive reinforcement techniques and cognitive approaches to persuasion.

To illuminate these theories, the authors include original case-studies on campaigns as diverse as Death Cigarettes, Mecca Cola, The Oxo Family and Renault Clio, as well as recent advertisements from BMW, McDonalds, Omega and Silk Cut. A genuinely fresh text on the art of persuasion in advertising, this book is essential reading for all marketing students and academics.





Persuasion in Advertising

By John O'Shaugnessy, Nicholas O'Shaughnessy

Persuasion in Advertising By John O'Shaugnessy, Nicholas O'Shaughnessy

Effective advertising is, almost always, persuasive advertising, and while not all advertising seeks to persuade, in a competitive situation those who best persuade are those most likely to win. This exciting new book seeks to explain the precise ways in which advertising successfully persuades consumers, setting out the strategies for advertisers to adopt and illustrating the theories at work.

Offering not only a conceptual and theoretical grounding in persuasive techniques, this book also provides concrete empirical research that is uniquely incorporated into a marketing textbook format. The authors cover topics including: difficulties of persuasion, rationality and emotion in persuasion, positive reinforcement techniques and cognitive approaches to persuasion.

To illuminate these theories, the authors include original case-studies on campaigns as diverse as Death Cigarettes, Mecca Cola, The Oxo Family and Renault Clio, as well as recent advertisements from BMW, McDonalds, Omega and Silk Cut. A genuinely fresh text on the art of persuasion in advertising, this book is essential reading for all marketing students and academics.

Persuasion in Advertising By John O'Shaugnessy, Nicholas O'Shaughnessy Bibliography

Rank: #6380863 in Books
Brand: O shaughnessy
Published on: 2003-12-20
Released on: 2003-11-20
Original language: English

• Number of items: 1

• Dimensions: 9.21" h x .53" w x 6.14" l, .88 pounds

• Binding: Paperback

• 232 pages



Read Online Persuasion in Advertising ...pdf

Download and Read Free Online Persuasion in Advertising By John O'Shaugnessy, Nicholas O'Shaughnessy

Editorial Review

About the Author

John O'Shaughnessy is Professor Emeritus of Business at Columbia University and Senior Associate of the Judge Institute of Management Studies at the University of Cambridge. He is the author of 12 books on business.

Nicholas Jackson O'Shaughnessy is Professor of Marketing and Communication at the University of Keele. He has published in many European marketing journals and is the author of two books on marketing.

Users Review

From reader reviews:

Bruce Brown:

Have you spare time to get a day? What do you do when you have a lot more or little spare time? Yep, you can choose the suitable activity intended for spend your time. Any person spent their own spare time to take a wander, shopping, or went to the particular Mall. How about open or maybe read a book titled Persuasion in Advertising? Maybe it is for being best activity for you. You already know beside you can spend your time along with your favorite's book, you can better than before. Do you agree with it is opinion or you have various other opinion?

John Buckner:

What do you concerning book? It is not important to you? Or just adding material when you really need something to explain what you problem? How about your extra time? Or are you busy man or woman? If you don't have spare time to accomplish others business, it is make one feel bored faster. And you have extra time? What did you do? Every person has many questions above. The doctor has to answer that question due to the fact just their can do which. It said that about guide. Book is familiar in each person. Yes, it is proper. Because start from on jardín de infancia until university need this kind of Persuasion in Advertising to read.

Lily Sawyers:

The book Persuasion in Advertising has a lot details on it. So when you read this book you can get a lot of advantage. The book was written by the very famous author. This articles author makes some research prior to write this book. That book very easy to read you can find the point easily after scanning this book.

Nancy Chinn:

Don't be worry if you are afraid that this book will filled the space in your house, you could have it in e-book

way, more simple and reachable. This Persuasion in Advertising can give you a lot of buddies because by you looking at this one book you have point that they don't and make you more like an interesting person. That book can be one of a step for you to get success. This guide offer you information that maybe your friend doesn't realize, by knowing more than various other make you to be great individuals. So, why hesitate? We need to have Persuasion in Advertising.

Download and Read Online Persuasion in Advertising By John O'Shaugnessy, Nicholas O'Shaughnessy #3S2C84J7A0Y

Read Persuasion in Advertising By John O'Shaugnessy, Nicholas O'Shaughnessy for online ebook

Persuasion in Advertising By John O'Shaugnessy, Nicholas O'Shaughnessy Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Persuasion in Advertising By John O'Shaugnessy, Nicholas O'Shaughnessy books to read online.

Online Persuasion in Advertising By John O'Shaugnessy, Nicholas O'Shaughnessy ebook PDF download

Persuasion in Advertising By John O'Shaugnessy, Nicholas O'Shaughnessy Doc

Persuasion in Advertising By John O'Shaugnessy, Nicholas O'Shaughnessy Mobipocket

Persuasion in Advertising By John O'Shaugnessy, Nicholas O'Shaughnessy EPub

3S2C84J7A0Y: Persuasion in Advertising By John O'Shaugnessy, Nicholas O'Shaughnessy