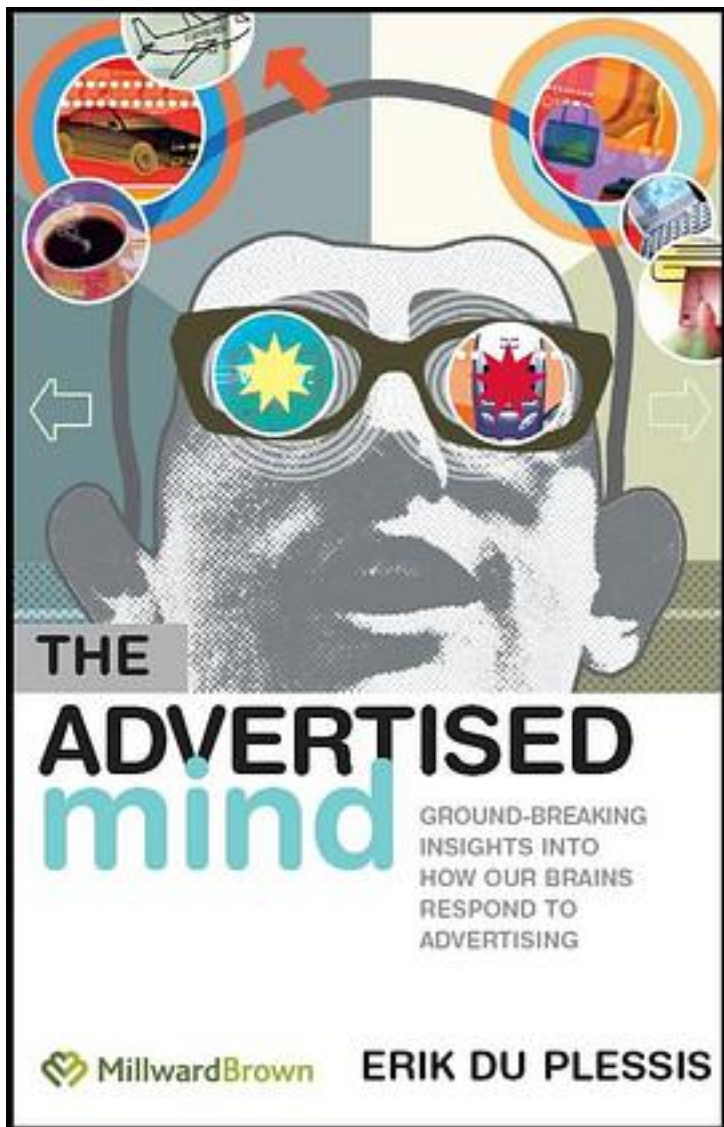


The Advertised Mind



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著者:Du Plessis, Erik

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“Go ahead and pick it up ... the book will give you a competitive advantage.”

Recall and persuasion are today’s primary measures of ad effectiveness.

Du Plessis makes the case that emotion is actually the foundation of both, a major shift that he says today’s advertisers are reluctant to accept.

The Advertised Mind is certainly one of the most interesting... [Erik du Plessis] has carried out some intelligent research, drawn some valuable conclusions, and explained complex subject-matter without resorting to spin, posturing or unnecessary jargon.

Draws on the very latest research into the workings of the human brain.

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