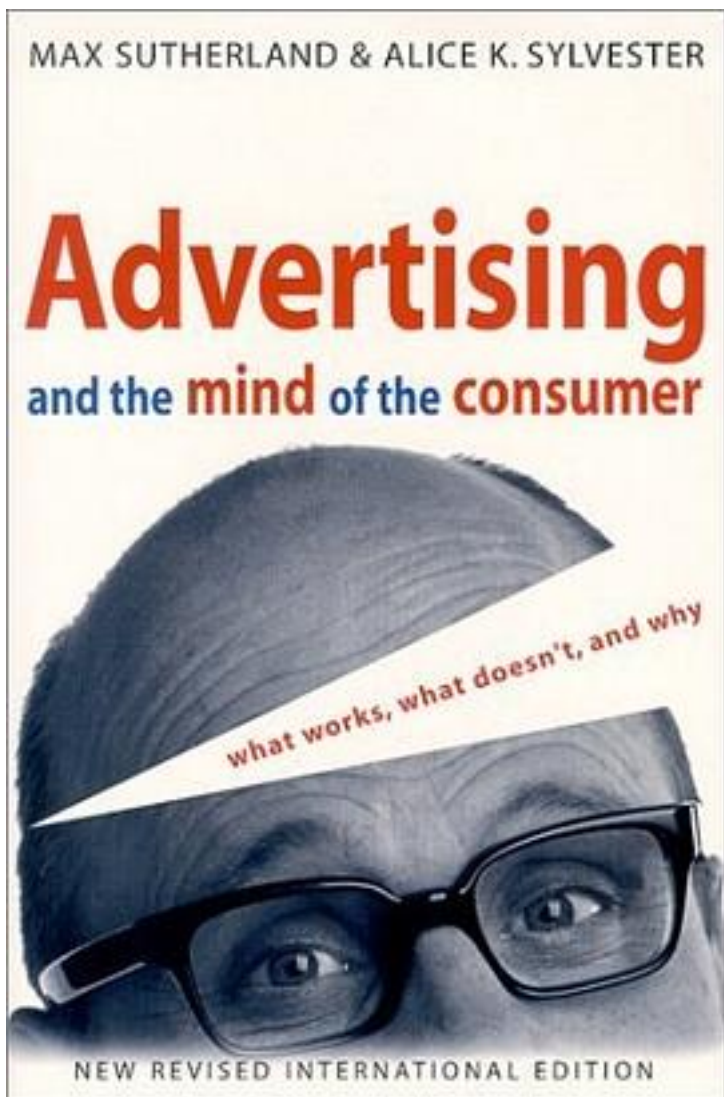


Advertising and the Mind of the Consumer



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By the time we die, we will, on average, have spent 18-months of our lives watching TV commercials! Advertising is an established and ever-present force and yet, just how it works remains something of a mystery. Fully revised and updated, "Advertising and the Mind of the Consumer" reveals the secrets of successful campaigns from a wide range of media - including print, TV, and internet. Using a number of well-known international ads as examples, it takes readers into the mind of the consumer and explains how advertising messages work - or not - and why. This is an essential volume for anyone who wants to understand how advertising works and why it influences us.

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