

Advertising Management



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Global Vision Publishing House, New Delhi, 2016. N.A. Condition: New. First. 230pp. This edition of Advertising Management led us to look into a series of psychological appeals that advertisers use to motivate consumers to buy products. Those appeals are parameters of national and international advertising, Self-preservation and Self-esteem, Sex and Greed, Curiosity and Personal enjoyment, Constructiveness and Destructiveness, and Imitation and Altruism. In this edition author has included a large biological basis for the foundation and used of many of the appeals which may cause a conflict. There is a debate going on today between nature and nurture, whether biology or environment is the controlling factor in human behaviour. It may easily appear that we support the nature side in this edition.



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