



Persuasion In Marketing

Gerard J Tellis, Tim Ambler



Persuasion In Marketing:

Persuasion in Advertising John O'Shaughnessy, Nicholas J. O'Shaughnessy, 2004 A practical and in depth guide to the art of advertising persuasion this book draws on research concepts and case examples from the US and Europe to explain advertising theories and set out strategies for adoption

Persuasion in Marketing Horace S. Schwerin, Henry H. Newell, 1981-01-01 *Persuasion in Marketing* Horace S. Schwerin, Henry H. Newell, 1981 Glaubwürdigkeit in der Marketingkommunikation Martin Eisend, 2013-03-09 In allen Bereichen der Gesellschaft nicht nur im Marketing ist eine Zunahme von Kommunikationsaktivitäten zur Beeinflussung von Konsumenten Wählern oder Mitgliedern von Organisationen zu beobachten Andererseits hat vor allem durch das Internet die Zugänglichkeit und Verfügbarkeit von Informationen dramatisch zugenommen wobei die Beurteilung dieser Informationen und ihrer Quellen nicht leichter geworden ist In einem solchen Umfeld hat es die einzelne Botschaft immer schwerer zu ihren Adressaten durchzudringen und Wirkungen zu entfalten Die Glaubwürdigkeit einer Botschaft bzw einer Informationsquelle gilt dabei als ein wesentlicher Erfolgsfaktor So besteht in Theorie und Praxis des Marketing Einverständnis darüber dass Glaubwürdigkeit die Wirkung marktbezogener Kommunikationsmaßnahmen wesentlich bestimmt Gleichwohl sind theoretische Erkenntnisse und empirische Ergebnisse zur Glaubwürdigkeit in der Marketingkommunikation eher begrenzt und lückenhaft Was genau verbirgt sich hinter dem Konzept der Glaubwürdigkeit in der Marketingkommunikation Was kann ein Anbieter tun um seine Glaubwürdigkeit zu steigern Welche Wirkungen erreicht ein glaubwürdiger Anbieter beim Kunden Zur Beantwortung dieser Fragen hat Martin Eisend auf der Basis theoretischer Grundlagen aus dem Bereich der Sozialpsychologie und Marketingforschung zwei umfassende empirische Untersuchungen durchgeführt Einmal untersucht er anhand speziell erhobener Daten die zentralen Komponenten der Glaubwürdigkeit in der Marketingkommunikation und klärt damit die Frage nach Wesen und Inhalt dieses Konzepts Anschließend analysiert und integriert er relevante empirische Untersuchungen im Rahmen einer Metaanalyse und zeigt damit die Faktoren auf mit denen sich Glaubwürdigkeit steigern lässt sowie das Ausmaß der Wirkungen von Glaubwürdigkeit beim Adressaten der Marketingkommunikation Journal of Public Policy & Marketing, 2009 Psychological Processes and Advertising Effects Linda F. Alwitt, Andrew A. Mitchell, 2022-02-16 In the 1980s our understanding of how advertising affects consumer behavior was undergoing a dramatic transformation Recent theoretical and methodological advances in cognitive psychology social cognition and artificial intelligence were largely responsible for this transformation These advances provided a better understanding of the information acquisition process and how information is stored in memory Consequently we have been able to incorporate memory the processing of visual information and affect into our models of advertising effects However there were still many unanswered questions Among these are 1 Exactly what is the relationship between the different mediators of persuasion 2 How is memory for advertising related to persuasion 3 What are the theoretical underpinnings of attitude toward the advertisement 4 What determines the effect of persuasion over time 5 What

factors affect attention to advertising 6 What psychological processes occur during the watching of a television commercial and 7 What factors affect individual differences in the processing of advertising messages Originally published in 1985 the chapters in this volume provide insights into these questions They are organized in terms of four psychological processes which contribute to our understanding of how advertising works These are affective reactions to advertisements persuasion psychological processes during television viewing and involvement

The Age of Persuasion Terry O'Reilly, Mike Tennant, 2010-03-10 Stop to consider the culture of the 21st century Each morning you might hear a half dozen ads on the radio before your feet touch the floor Staggering out of bed you'll pass brand logos on your clothing and in your bathroom By the end of the day hundreds perhaps thousands of marketing messages have targeted you And yet so little is understood about how marketing affects our lives our society and our world Enter Terry O'Reilly and Mike Tennant the ad men behind The Age of Persuasion the popular radio show broadcast on the Canadian Broadcasting Corporation and Sirius Radio They have made it their mission to share the back room story of modern marketing entertaining asides and all Think of advertisers as millions of ants in a colony each working hard and each with its own objective Except that in this colony every single ant is competing against the others That's the ad business Almost every ad you see hear and otherwise experience is competing for a piece of your imagination And like any cross section of humanity the vast worldwide advertising community is diverse composed of geniuses and idiots saints and buffoons and everything in between From the early players to the Mad Men of the 1960s and beyond O'Reilly and Tennant offer insights into a rapidly evolving industry Smart and funny The Age of Persuasion provides an entertaining and eye opening look at a world driven by marketing

Consumer Behaviour and Advertising Management Conner Acevedo, 2018-01-11 This book is designed to familiarise readers with a wide range of managerial issues faced by modern advertising strategies in planning implementing and controlling the advertising efforts of various enterprises It contains numerous examples of successful advertising images alongside accompanying commentary to illustrate just what goes into making an effective advertisement The positive role played by advertising in the market process has been largely ignored by academic economists It is only recently since the modern economic revolution that economists have realized the benefits of advertising and have joined the research agenda developed by researchers in marketing and other business fields Consumer Behaviour CB intended for students of MBA specializing in marketing undertakes detailed discussions to explain and analyse behaviour of Indian consumers and strategies used by marketers to deal with them Marketers need to understand the buying behaviour of consumers while designing their advertisements for the desired impact Advertisements play an essential role in creating an image of a product in the minds of consumers Advertisements must be catchy and communicate relevant information to consumers Understanding the needs of the consumer is really important when it comes to creating the right advertisement for the right audience Remember it is only through advertisements individuals are able to connect with your brand This book provides an excellent introduction to the topic of

how reasons and emotions combine to shape the consumption experience by influencing the analytic hedonic social moral and even reptilian aspects of the human condition in the marketplace Thus the material presented here would be of interest as well as of great use to the students teachers and professionals in the field

Promotion: Persuasive Communication in Marketing Rollie Tillman, Charles Atkinson Kirkpatrick, 1972

Consumer Behaviour International Edition 1/e

David Mothersbaugh, Susan Bardi Kleiser, Wendy Hein, Yusuf Oc, 2023-09-01 Consumer Behavior Building Marketing Strategy International Edition builds on theory to provide students with a usable strategic understanding of consumer behaviour that acknowledges recent changes in internet mobile and social media marketing ethnic subcultures internal and external influences global marketing environments and other emerging trends Updated with strategy based examples from an author team with a deep understanding of each principle s business applications the international edition contains current and classic examples of both text and visual advertisements throughout to engage students and bring the material to life and four chapters written specifically to focus on the European context Topics such as ethics and social issues in marketing as well as consumer insights are integrated throughout the text and cases

Consumer Behavior and the Practice of Marketing

Kenneth E. Runyon, David W. Stewart, 1987

101 Crucial Lessons on Persuasion, Marketing, and Sales Sanjoy

Malik, 2020-09-13 How open minded are you about reading 101 crucial lessons on persuasion marketing and sales Just imagine how things will be once you have learned the below skills and techniques Scientifically create a positive feeling in the consumer s mind Attract customers by removing risks from their mind Easily persuade prospect in saying yes Get better success in cold call initiation Take advantage of low level feelings of consumers to sell more Positively influence the target audience using words Increase compliance with your requests sales or other contexts Discover the reasons behind prospect s objection Motivate prospect to buy your product or service Understand better why prospect is saying no Learn why better packaging can help you sell more Effective way of placing ads in a commercial sequence Build repeat purchase behaviour in your customer And many more How would you feel if you miss the opportunity to learn the above skills and techniques Remember there are two types of people in this world those who suppress their feelings bypass positive opportunities feel lethargic and do nothing and those who value their feelings grab positive opportunities work hard and learn new skills I bet you re a bit like me you enjoy working hard now and learning new skills knowing that it will pay dividends in the future If you decide to buy and read this book then I promise you won t be disappointed Most people in your circumstances would grab this opportunity with both hands knowing that there is almost no risk Just one more thing Presented in simple and clear language 101 Crucial Lessons on Persuasion Marketing Sales leaves an impression on you that will last a lifetime filled with one success after another

Werbe- und Konsumentenpsychologie Georg Felser, 2023-12-30 Wie funktioniert Werbung

Wie werden Kaufentscheidungen beeinflusst Wie manipulierbar sind wir als Konsumentinnen und Konsumenten Welche Methoden im Marketing funktionieren und warum Das Buch Werbe und Konsumentenpsychologie gibt Antworten auf diese

Fragen Mit der fünften Auflage des seit Jahren erfolgreichen und praxisrelevanten Lehrbuchklassikers halten Sie die psychologischen Grundlagen des Neuromarketings und der Verhaltensökonomie in Ihren Händen. Wussten Sie, dass ein nicht geringer Teil unseres Konsumverhaltens durch automatische unbewusste und implizite Prozesse gesteuert wird? In diesem leicht verständlichen und gleichzeitig wissenschaftlich anspruchsvollen Buch erfahren Sie, welche Rolle diesen Prozessen tatsächlich zukommt. Diese Neuauflage wurde um eine Vielzahl aktueller Forschungsergebnisse sowie neuer Textabschnitte und Kapitel wie z. B. zum digitalen Marketing, Werbung über Influencer, die Bedeutung von Kundenrezensionen, die Folgen des E-Commerce Online und Versandhandel und innovative Werbeformen wie z. B. Ambient Marketing oder Native Advertising erweitert.

The SAGE Handbook of Advertising Gerard J. Tellis, Tim Ambler, 2007-10-24 In this era of snackable content which satisfies only in the moment it's great to have a comprehensive Advertising Handbook which one can consult repeatedly. The references are comprehensive and the Handbook opens up many key areas for practitioners. Hamish Pringle, Director General IPA. Finally a Handbook of Advertising that brings the field up to date. I am impressed with its comprehensive coverage of topics and the distinguished specialists who have shared their key findings with us. Philip Kotler, Kellogg School of Management. When trying to make sense of the mystifying world of advertising, academics and practitioners often seem to inhabit separate universes. Not in this Handbook. For once the best brains from each side genuinely collude with constructive results. Wise agencies will read it before their clients do. Sir Martin Sorrell, CEO WPP. This mighty tome brings together a vast range of views of advertising based on deep experience and scholarship. For practitioners and academics alike it will be a voyage of discovery and enlightenment. Lord Maurice Saatchi, Chairman M&C Saatchi. This magnificent volume captures all we need to know about how advertising works and its context. Baroness Peta Buscombe, Director General Advertising Association London. Advertising is a field that has attracted a great deal of academic attention but to date there has been no summarising of the state of the art of research. This far-reaching and scholarly Handbook is edited by two highly respected and trusted thinkers in the field and includes contributions from leading academics based in both the UK and the USA. Tim Ambler and Gerald J. Tellis archive their aim of setting advertising and the theory that underpins it in its historical and societal context, showing the most significant advertising research questions of our time and pointing readers in the direction of future avenues for fruitful investigation. The SAGE Handbook of Advertising would be a welcome addition to any marketing academics bookshelf.

Journal of Public Policy & Marketing : JPP&M, 2008

The Persuasion Code Christophe Morin, Patrick Renvoise, 2018-09-11 The Persuasion Code. Capture, convince and close scientifically. Most of your attempts to persuade are doomed to fail because the brains of your audience automatically reject messages that disrupt their attention. This book makes the complex science of persuasion simple. Learn to develop better marketing and sales messages based on a scientific model: NeuroMap™. Regardless of your level of expertise in marketing, neuromarketing, neuroscience or psychology, The Persuasion Code: How Neuromarketing Can Help You Persuade Anyone.

Anytime Anywhere will make your personal and business lives more successful by unveiling a credible and practical approach towards creating a breakthrough persuasion strategy This book will satisfy your interest in neuromarketing scientific persuasion sales advertising effectiveness website conversion marketing strategy and sales presentations It will teach you the value of the award winning persuasion model NeuroMap™ the only model based on the science of how your customers use their brain to make any decision including a buying decision You will appreciate why this scientific approach has helped hundreds of companies and thousands of executives achieve remarkable results Written by the founders of SalesBrain who pioneered the field of neuromarketing SalesBrain has trained more than 100 000 executives worldwide including over 15 000 CEOs Includes guidance for creating your own neuromarketing plan Advance your business or career by creating persuasive messages based on the working principle of the brain

Marketing Research Chuck Chakrapani, American Marketing Association, Professional Marketing Research Society, 2000 This is an authoritative twenty first century guide to marketing research practices This book is the voice of marketing research experts at the turn of the millennium It collects insights from the best known practitioners and academics in the world including authors from the U S Canada England Scotland and Australia Each chapter is written by a specialist in the topic area So the book provides state of the art coverage of a spectrum of marketing research topics including the process from data to knowledge the current practice of marketing research and the variety of specialized forms of research It also offers perspectives on issues of particular importance to the Information Age such as Internet research and computer aided qualitative data analysis

Journal of Marketing, 1999 Apr issues for 1940 42 include Papers and proceedings of the semi annual Dec meeting of the American Marketing Association 1939 41

Advertising; Its Role in Modern Marketing Samuel Watson Dunn, 1969

Consumer Behavior and Marketing Strategy J. Paul Peter, Jerry Corrie Olson, 1996 This work shows how the various elements of consumer analysis fit together in an integrated framework called the Wheel of Consumer Analysis Psychological social and behavioural theories are shown as useful for understanding consumers and developing more effective marketing strategies The aim is to enable students to develop skills in analyzing consumers from a marketing management perspective and in using this knowledge to develop and evaluate marketing strategies The text identifies three groups of concepts affect and cognition behaviour and the environment and shows how these they influence each other as well as marketing strategy The focus of the text is managerial with a distinctive emphasis on strategic issues and problems Cases and questions are included in each chapter

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