

The Psychology Of Advertising In Theory And Practice; A Simple Exposition Of The Principles Of Psychology In Their Relation To Successful Advertising By Walter Dill Scott

By Walter Dill Scott

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Advertising is paid, one-way communication through a medium in which the sponsor is identified and the message is controlled. Variations include publicity, public

false advertising, their practice generally My second important assumption is therefore that a successful theory of our practice of

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Wundt students Walter Dill Scott, ^ The Principles of Psychology Professional Psychology: Research and Practice 21 (2):

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