Recall, Liking and Creativity in TV Commercials: A New Approach

Creative Differences Between Copywriters and Art Directors
Charles E. Young, Vol. 40, No. 3, May/June 2000

Correlates of Integrated Marketing Communications
George S. Low, Vol. 40, No. 3, May/June 2000

Customer/Brand Loyalty in an Interactive Marketplace

Teens' Use of Traditional Media and the Internet

Advertising Attitudes and Advertising Effectiveness