Emotion in Advertising II

- What Do Consumers Do Emotionally with Advertising?
- Subaru: The Emotional Myths Behind the Brand’s Growth
- How to Capture the Heart? Reviewing 20 Years of Emotion Measurement in Advertising
- Measuring Emotion—Lovemarks, The Future Beyond Brands
- Reconsidering Recall and Emotion in Advertising
- Memory Change: An Intimate Measure of Persuasion
- Effects of Advertising Likeability: A 10-Year Perspective
- Persuasive Talk: Is It What You Say or How You Say It?
- Using Viewer Attitudes to Evaluate TV Program Effectiveness
- The Demographic and Psychographic Antecedents of Attitude toward Advertising
- Celebrity Endorsements in Japan and the United States: Is Negative Information All That Harmful?
- The Role of Account Planning in U.S. Agencies
- Review of The Advertised Mind: Ground-Breaking Insights into How Our Brains Respond to Advertising
- Review of Blink: The Power of Thinking without Thinking and Strangers to Ourselves: Discovering the Adaptive Unconscious