Engagement

- Building “Engagement,” One Brick at a Time
- Advertising Engagement: A Driver of Message Involvement on Message Effects
- The Advertising Magnifier Effect: An MTV Study
- A Biologically Based Measure of Emotional Engagement: Context Matters
- A Disaster Is Contagious: How a Brand in Crisis Affects Other Brands
- Measuring the Effectiveness of True Sponsorship
- Brand Relationships: Strengthened by Emotion, Weakened by Attention
- Engaging the Consumer through Event Marketing: Linking Attendees with the Sponsor, Community, and Brand
- Effects of Popular Music in Advertising on Attention and Memory
- Methodological and Strategy Development Implications of Decision Segmentation
- Marketers Who Measure the Wrong Thing Get Faulty Answers
- Review of What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds