Simplifying Complexity: Effectiveness Measurement Modeling

- Simplicity from Complexity
- Quantifying the Isolated and Synergistic Effects of Exposure Frequency for TV, Print, and Internet Advertising
- Conceptualization and Measurement of Multidimensionality of Integrated Marketing Communications
- Creative and Interactive Media Use by Agencies: Engaging an IMC Media Palette for Implementing Advertising Campaigns
- Perils of Using OLS to Estimate Multimedia Communications Effects
- Direct-to-Consumer Pharmaceutical Advertising: Building and Testing a Model for Advertising Effectiveness
- Application of a Model for the Effectiveness of Event Marketing
- Mobile Communications: A Study of Factors Influencing Consumer Use of m-Services
- Do Measures of Media Engagement Correlate with Product Purchase Likelihood?
- Information Processing of Advertising among Young People: The Elaboration Likelihood Model as Applied to Youth
- An Analysis of Real World TV Advertising Tests: A 15-Year Update
- Television Audience Satisfaction: Antecedents and Consequences
- Message Framing Strategy for Brand Communication