

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
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